

buyers' guide

to radio and tv station programing

PUBLISHED BY SPONSOR SERVICES INC.

I N D E X

**NIELSEN
PULSE
HOOPER**

Take your choice

We don't care which rating service you prefer.
Because W-I-T-H's big audience always puts us
up with the leaders—night and day!

At W-I-T-H's low, low rates, this big audience
means listeners for you at the lowest cost-per-
thousand in town! Get your Forjoe man to tell
you the whole W-I-T-H story!

n Baltimore buy

**WITH
WITH
WITH**

Tom Tinsley, President

R. C. Embry, Vice President

RADIO

SECTION

1

MASTER DIRECTORY
State-by-State listing of
stations showing time
each station devotes to
the 12 principal types
of programing

STARTS PAGE **15**



CATEGORY DIRECTORY
Stations specializing in
Farm, Negro, Concert,
other categories of pro-
graming. Complete 8
category index-page

STARTS PAGE **93**

TELEVISION



MASTER DIRECTORY
Complete state-by-state
listing showing total
number of hours sta-
tions devote to ten
program categories

STARTS PAGE **145**



SECTION

4

CATEGORY DIRECTORY
Seven separate listings
of program data on farm
Tv, homemaking, feature
film, syndicated film,
spots, etc.

STARTS PAGE **163**

One name:

mid-continent

is all the Buyers Guide you need
to buy best in these 4 major markets

buyers' guide

"Buyers' Guide" to
Kansas City
Mid-Continent's

WHB

10,000 watts, 710 Kcs.

It's Mid-Continent programming that does it! WHB tops metro Kansas City with 49.1% of the daytime audience, per Hooper. But it's WHB's region, too! 70-county area Pulse says WHB is first every time period! All-day average area Nielsen: 42.9%. Dominate the Kansas City area with the station that dominates! Call the man from Blair—or WHB General Manager George W. Armstrong.

"Buyers' Guide" to
New Orleans
Mid-Continent's

WTIX

11th to 1st in 8!

Mid-Continent programming had the power to lift WTIX from 11th among all stations to the top—in just 8 short months—and the top's where WTIX has been ever since. A whole New Orleans listening habit has been overturned—and so has the time-buying habit. Your New Orleans data need updating? Call Adam J. Young, or General Manager Fred Berthelson.

"Buyers' Guide" to
Omaha
Mid-Continent's

KOWH

Broad 660 kc. coverage

Hooper, Pulse, Trendex all see eye-to-eye-to-eye on Omaha radio—with KOWH controlling 44.7% of the daytime Hooper, and every time period of every major survey in the Omaha Council Bluffs area. It's the Mid-Continent programming that does it. Want to know more? A call to the H-R man, or KOWH General Manager Virgil Sharpe does it!

NOW "Buyers' Guide" to
Minneapolis-St. Paul
Mid-Continent's

WDGY

Big 50,000 watt coverage

And now—watch what Mid-Continent ideas, music, news, excitement, do to radio listening in the Twin Cities, with big, big 50,000 watt coverage, and a nearly perfect-circle daytime signal. Watch what WDGY starts doing for advertisers, too! Call Avery-Knodel, or get acquainted with WDGY General Manager Stephen Labunski.



MID-CONTINENT BROADCASTING CO.

President: Todd Storz

A combination key that opens doors to pin-pointed markets and stations

That's one way you might describe the BUYERS' GUIDE which in its brief history (this is only the third annual edition) has become a mainstay for buyers of television and radio advertising. In the words of one timebuyer, "It helps me find the market I need and the stations in that market that supply the right mood for the product we are advertising." The 1956 Buyers' Guide catalogues the local programing of 2515 radio stations and 495 television stations. It enables the reader to tell at a glance the programing character, audience interests and the facilities and services of the individual stations. In addition, it provides him with complete lists of stations appealing to specific groups, needs and tastes. On page 13 you will find just a few typical ways timebuyers use Buyers' Guide to take full advantage of the wealth of practical information it furnishes. There are many others. Television's fast tempo and radio's new values make the station's programing pattern as revealed in the Buyers' Guide immensely important to the advertising man.

Complete index to Buyers' Guide contents on page 5

PUBLISHED ANNUALLY BY
SPONSOR SERVICES INC.

PRESIDENT, BERNARD PLATT
PROJECT COORDINATOR, CATHERINE SCOTT ROSE
PROJECT EDITOR, AUDREY C. COHN
ART DIRECTOR, DONALD H. DUFFY
ADVERTISING PRODUCTION, JOHN A. KOVCHOK

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N. Y. 17. COPYRIGHT 1956, BY SPONSOR SERVICES INC.

ZIV SHOW



"Mr. DISTRICT ATTORNEY"

Starring
DAVID BRIAN

Champion of the people! Here's proof!

28.1

ST. LOUIS

beats Robert Montgomery,
Arthur Godfrey, Milton Berle,
This Is Your Life and others.

ARB—Dec. '55-Jan. '56

31.5 BOSTON
23.9 SEATTLE-TACOMA

RENEWED BY CARTER'S IN 37 MARKETS!



"I LED 3 LIVES"

Starring
RICHARD CARLSON

GREASE



"HIGHWAY PATROL"

Starring
BRODERICK CRAWFORD

An Award-Winning Performance
by Academy Award Winning Star!

38.7

DAYTON

beats Dragnet, Jackie Gleason,
Groucho Marx, \$64,000
Question.

ARB—Jan. '56

29.7 HOUSTON
32.9 TACOMA SEATTLE-

SELLING FOR BALLANTINE'S IN 23 MARKETS!



"THE MAN CALLED X"

Starring
BARRY SULLIVAN

NEWS RATE

Year in Production!

3.2

26.8 HOUSTON
39.3 OMAHA

MILWAUKEE

RENEWED BY
PHILLIPS IN
44 MARKETS!

... What's My
... Lucy, Milton
... hers.

ELSE—Dec. '55 ARB—Jan. '56

**NOW! 2nd YEAR
IN PRODUCTION!**

... Voted No. 1 NEW SYNDICATED FILM SERIES



**"SCIENCE
FICTION
THEATRE"**

ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard
Duff, Keefe Brasselle, Pat O'Brien, Vincent Price . . . others.

Renewed by OLYMPIA BEER in

- LOS ANGELES • SAN FRANCISCO • SAN DIEGO
- PORTLAND • SEATTLE-TACOMA • SPOKANE
- and 15 other west coast markets.

Also renewed in these markets:

- BUFFALO • PHOENIX • YUMA • MILWAUKEE
- PORTLAND, MAINE • GRAND JUNCTION, COLO.
- BALTIMORE • DETROIT • NEW YORK CITY • SALT
- LAKE CITY • PHILADELPHIA • WASHINGTON, D. C.
- CHICAGO • ST. LOUIS • CLEVELAND • BOSTON

- SYRACUSE • CHARLOTTE • INDIANAPOLIS
- GRAND RAPIDS • GREENSBORO • ROCHESTER
- PROVIDENCE

... by these sponsors and stations:

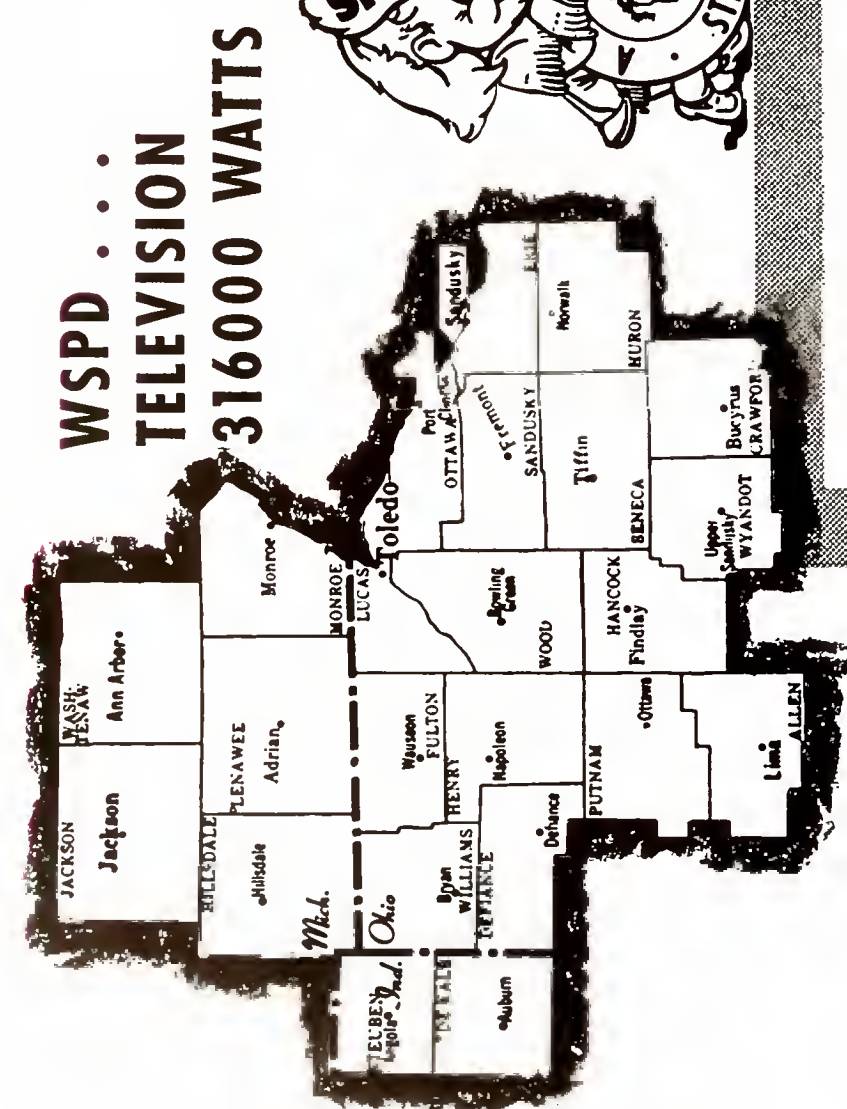
- ARPEAKO • ARIZONA PUBLIC SERVICE • CENTRAL
- MAINE POWER CO. • WISCONSIN OIL CO. • MESA
- DRUG CO. • BROMO-SELTZER • KLAS-TV in LAS
- VEGAS • WTVJ in MIAMI • KBTB in DENVER
- KRDO-TV in COLORADO SPRINGS • KTTS-TV in
- SPRINGFIELD, MO. • WFAA-TV in DALLAS
- KERO-TV in BAKERSFIELD • KIDO-TV in BOISE
- KID-TV in IDAHO FALLS • WMCT-TV in MEMPHIS
- KVAL-TV in EUGENE, ORE. • WCCO in MINNEAP-
- OLIS • KGGM-TV in ALBUQUERQUE • and others.



NEW YORK
CINCINNATI
HOLLYWOOD
CHICAGO

THE **HOT** SHOWS
COME FROM ZIV!

NEW! ZIV'S
NEXT BIG
HIT-GETTER!



WSPD . . . TELEVISION 316000 WATTS



Population	1,573,000
Families	496,600
Television Homes	374,910
Percent tuned to WSPD-TV	
Daytime	78%
Nighttime	91.5%

EFFECTIVE BUYING POWER

Total	\$2,646,007,000
Per Capita	\$1,723
Per Family	\$5,634

RETAIL SALES

Total	\$1,791,607,000
Per Family	\$3,608

Spent for:

Food	\$436,065,000
Gen. Mdse.	\$162,459,000
Furniture & Household	\$87,519,000
Automotive	\$360,120,000
Drug	\$52,185,000

Toledo ranks high in the nation's 200 leading areas . . .

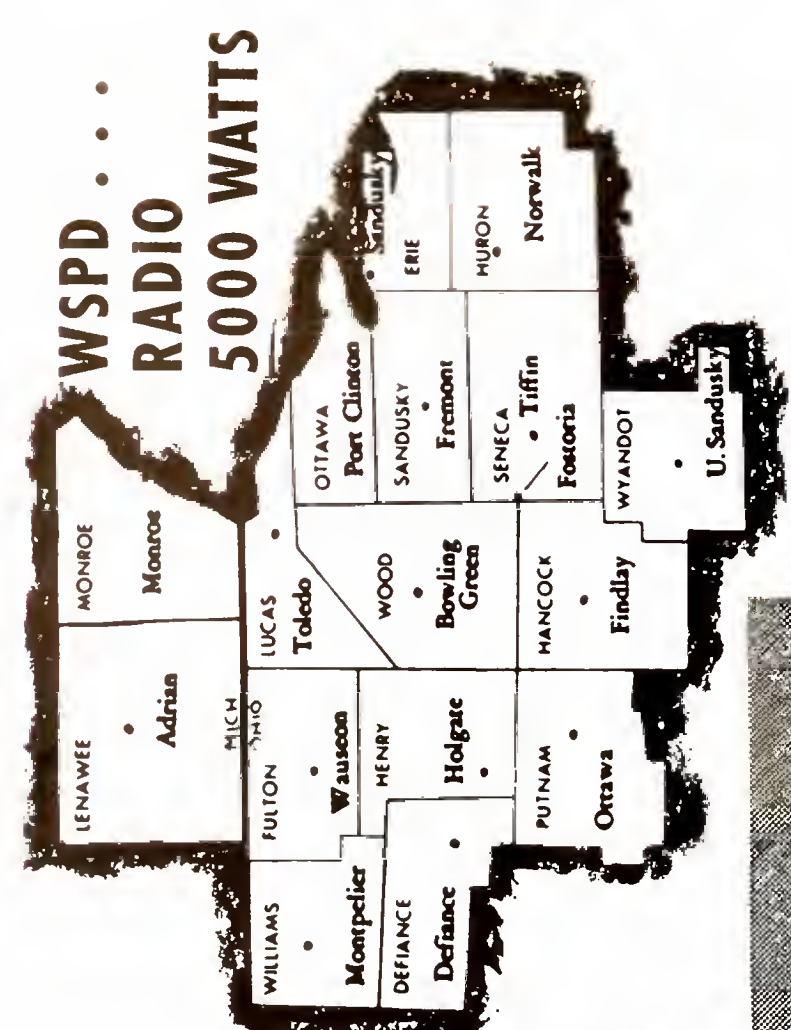
- 38th in population • 33rd in total income • 37th in retail sales
 - 39th in effective buying power • 6th in buying power per capita
 - 7th in buying power per family • 34th in Food sales • 34th in Auto-Gen. Mdse. • 37th in Furniture and Household sales • 31st in Automotive sales • 35th in Drug Sales.
- SPeedy daily entertains the people whose buying habits account for Toledo's high rating.
- Authority for above listening and market information: Nielsen Coverage Service; Sales Management Survey of Buying Power.

WSPD

RADIO TELEVISION TOLEDO, OHIO

Represented Nationally
by KATZ

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 5TH STREET, NEW YORK



WSPD . . . RADIO 5000 WATTS

Population	934,300
Families	336,060
Radio Homes	332,350
Percent tuned to WSPD	
Daytime	56.8%
Nighttime	48.6%

EFFECTIVE BUYING POWER

Total	\$1,766,650,000
Per Capita	\$1,505
Per Family	\$4,948

RETAIL SALES

Total	\$1,189,187,000
Per Family	\$3,656

Spent for:

Food	\$285,812,000
Gen. Mdse.	\$114,494,000
Furniture & Household	\$60,552,000
Automotive	\$246,974,000
Drug	\$32,280,000

RADIO

MASTER DIRECTORY

SECTION

1

STATE-BY-STATE LISTING

OF STATIONS, THEIR FACILITIES,

SERVICES AND PINCIPAL PROGRAM TYPES

PAGE NOS.

15

U. S. Possessions	87
Canadian Stations	87

CATEGORY DIRECTORIES



INTRODUCTION

93

Concert Music	95
Farm Radio	101
Folk Music	105
Foreign Language	109
Mexican-American	115
Negro Radio	123
Religious & Gospel	133
Popular Music	137
Radio Station Representatives	198

INDEX

to 1956 Buyers' Guide

TELEVISION

MASTER DIRECTORY



STATE-BY-STATE LISTING

OF STATIONS, THEIR FACILITIES

AND PRINCIPAL PROGRAMING TYPES

PAGE NOS.

145

U. S. Possessions	161
Canadian Stations	162

CATEGORY DIRECTORIES

SECTION

4

INTRODUCTION

163

Farm tv	164
Feature Films	169
Film & Slides	176
Homemaking	184
Special Appeals	187
Sports	188
Studio Facilities	193
Television Station Representatives	201

For Radio & Television Trends turn to pages 6-12
For How To Use The 1956 Buyer's Guide turn to page 13

radio trends

1954: 1568 Radio Station Respondents

The statistics under this heading are based on 1568 questionnaires returned for processing in the 1954 BUYERS' GUIDE.

1955: 2172 Radio Station Respondents

The statistics under this heading are based on 2172 questionnaires returned for processing in the 1955 BUYERS' GUIDE.

1956: 2515 Radio Station Respondents

The statistics under this heading are based on 2515 questionnaires returned for processing in the 1956 BUYERS' GUIDE.

1954	1955	1956
1568 Respondents	2172 Respondents	2515 Respondents
% Respondents	% Respondents	% Respondents

33%

29%

33%

*Daytime stations—sunrise to sunset

1954	1955	1956
1568 Respondents	2172 Respondents	2515 Respondents
% Respondents	% Respondents	% Respondents

45%

50%

54%

Independent Stations

1954	1955	1956
1568 Respondents	2172 Respondents	2515 Respondents
% Respondents	% Respondents	% Respondents

14%

16%

24%

Folk Music Specialists (20 wkly hours or more)

51%

54%

67%

*Stations on air to midnight

88%

92%

95%

Stations programing popular music

64%

70%

76%

Stations scheduling local farm programs

18%

17%

12%

*Stations programing past midnight

61%

78%

78%

Stations programing concert music

41%

31%

28%

Farm specialists (5 wkly hrs or more)

55%

50%

46%

Stations affiliated with national networks

9%

23%

31%

Concert Music specialists (10 wkly hrs or more)

46%

61%

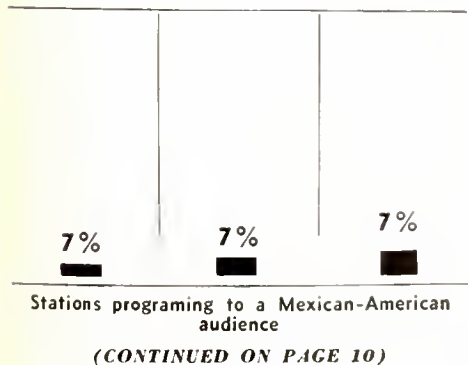
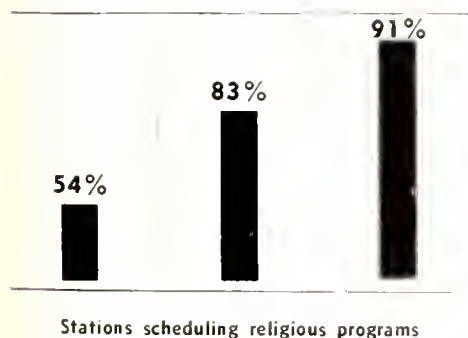
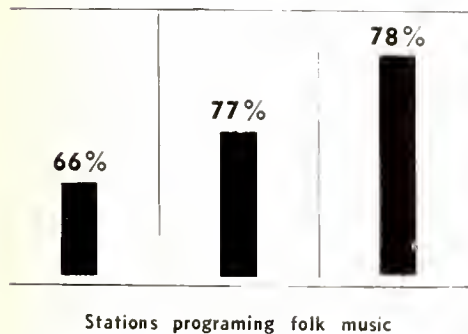
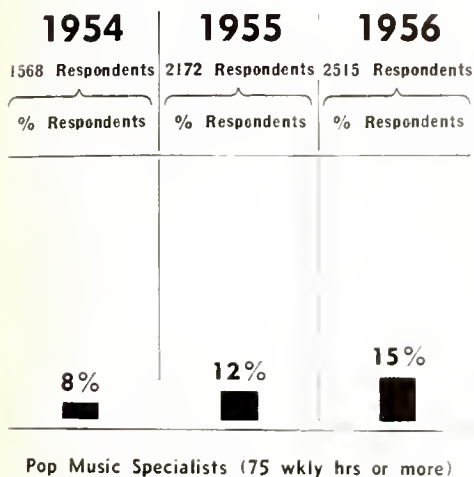
67%

Stations scheduling homemaking programs

*Exclusive of Canadian respondents

radio trends

1954 Base: 1568 Stations
 1955 Base: 2172 Stations
 1956 Base: 2515 Stations



biggest sport in town

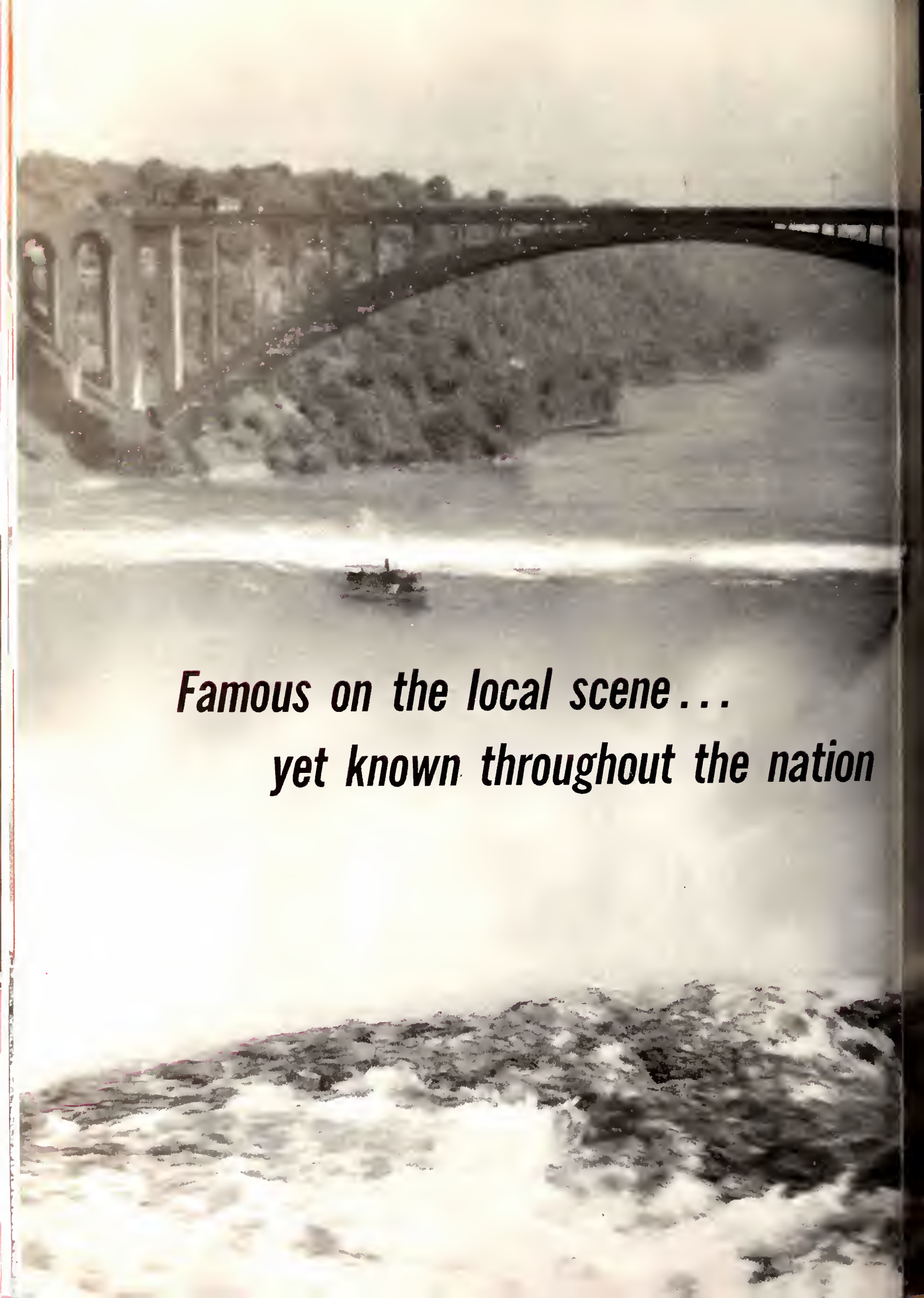
Yes . . . we're the BIG SHOT when it comes to play-by-play sports in Milwaukee. Our Earl Gillespie does the Braves Broadcasts, Marquette University and Green Bay Packers football. And, for good measure, we round out the year with University of Wisconsin basketball.

To over a million "sports" in Milwaukee, radio means WEMP. So a pretty healthy hunk of the population is ready and waiting to receive your message . . . over WEMP. . . at the lowest cost per thousand. Local buyers know it . . . and take advantage of it. Why don't you?

Milwaukee's Best Buy

WEMP
 5000 Watts at 1250

1935-1955 . . . 20 years of service to Milwaukee • Represented nationally by Headley-Reed



***Famous on the local scene . . .
yet known throughout the nation***

Niagara's mighty cataract is familiar to thousands of sightseers.

However, it is more important locally, for it
supplies power to nearby communities.

So with the Storer Stations. The power they project into a
campaign makes real the slogan "for sales success—
sell it on a Storer Station."

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY



WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

WGBS • WGBS-TV
Miami, Fla.

KPTV
Portland, Ore.

WWVA
Wheeling, W. Va.

WBRC • WBRC-TV
Birmingham, Ala.

WJW • WXEL-TV
Cleveland, Ohio

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director

BOB WOOD, National Sales Mgr.

118 E. 57th St., New York 22, MUrray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.

230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

111 Sutter St., San Francisco 4, Calif., SUtter 1-8689

radio trends

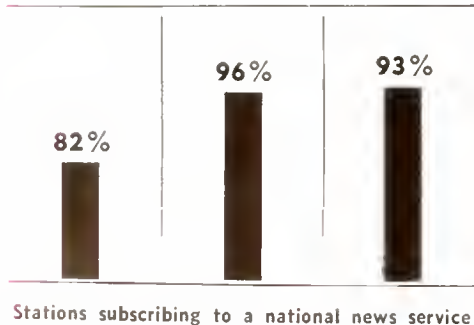
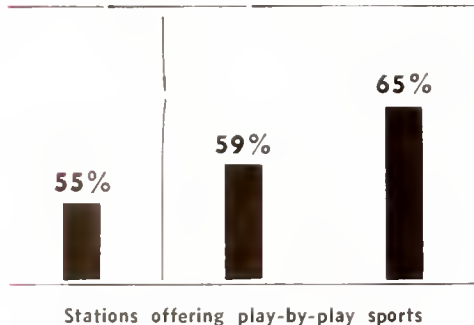
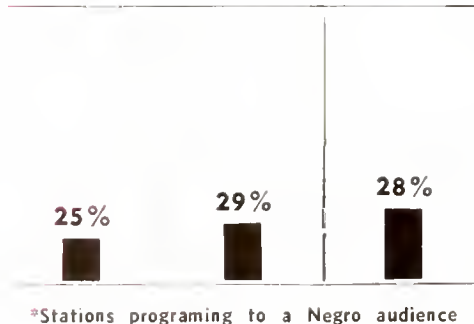
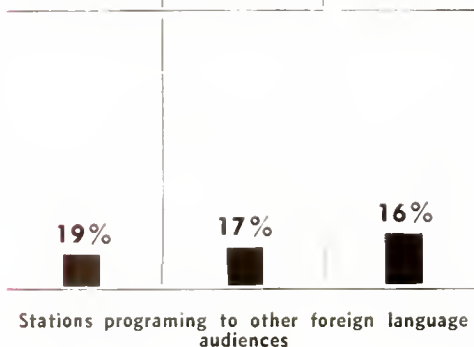
(CONTINUED FROM PAGE 7)

1954 Base: 1568 Stations

1955 Base: 2172 Stations

1956 Base: 2515 Stations

1954	1955	1956
1568 Respondents	2172 Respondents	2515 Respondents
% Respondents	% Respondents	% Respondents



*Exclusive of Canadian respondents



bob maxwell



jim deland



faye elizabeth



charles lewis



carl cederberg



budd lynch



ross mulholland



bill flemming



fran harris

Listeners and
advertisers alike

STAY ALL DAY with WWJ

Hour after hour, Detroit home and auto radio dials stay put on 950. All day long, this popular kilocycle highway carries the messages of leading national and local advertisers. The reason is simple.

Only WWJ in Detroit features such an imposing array of microphone personalities, such outstanding newscasters, disk jockeys, sportscasters and woman commentators.

Only WWJ in Detroit presents NBC's "Weekday" and "Monitor," bringing listeners the wealth of entertainment and information for which these network innovations are so justly famous.

"Stay all day with WWJ." That's good advice for listeners, sound business for advertisers.



Associate Television Station WWJ-TV



AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS

National Representatives: FREE & PETERS, INC.

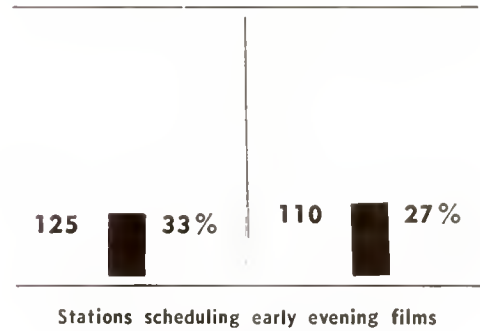
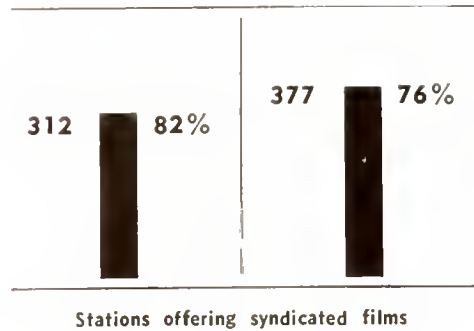
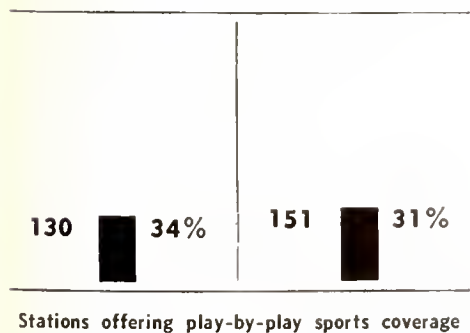
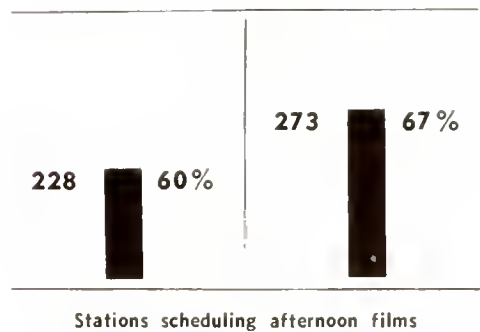
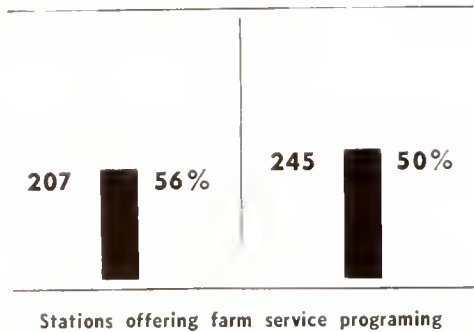
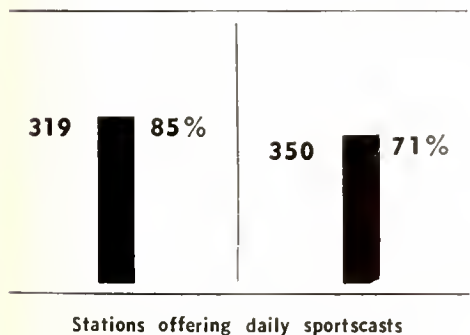
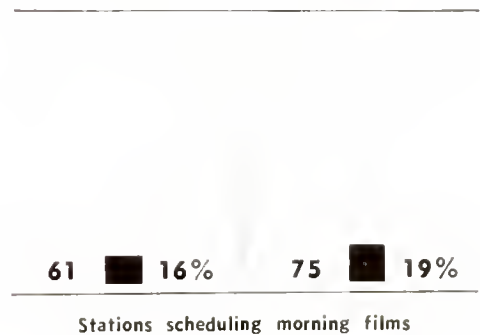
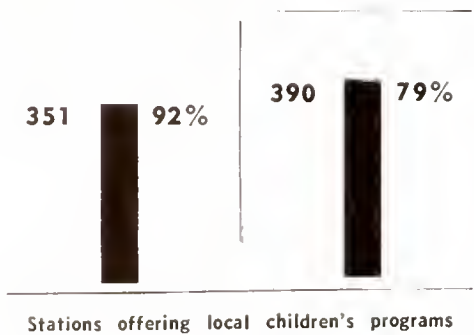
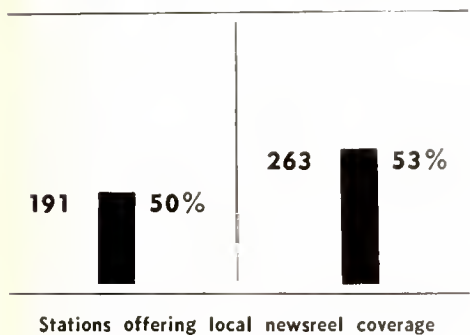
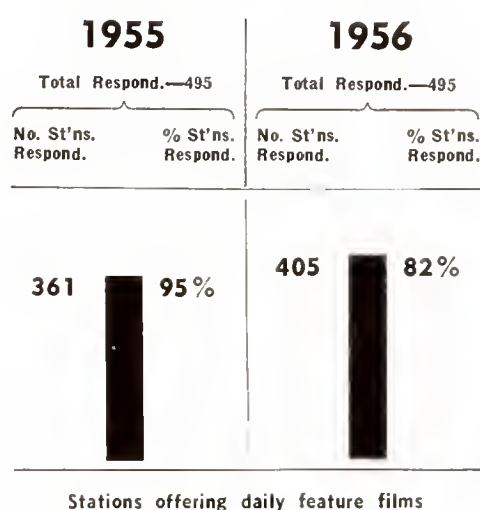
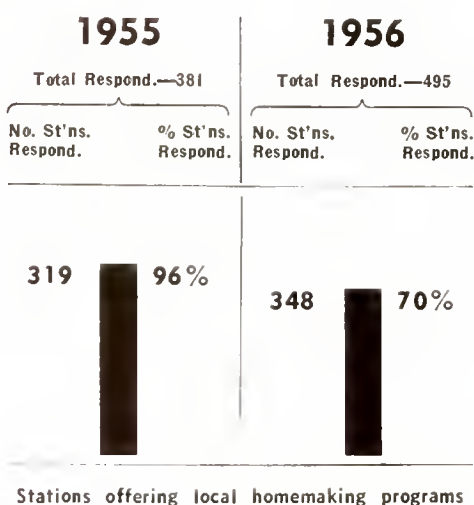
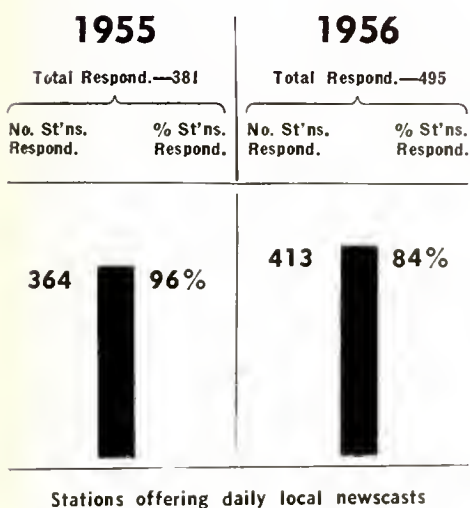
television trends

1955 questionnaires totaled 381

Statistics below based on return of 381 questionnaires or data submitted on other forms by stations. Summary of comparisons also appears in special directories starting on page 163.

1956 questionnaires totaled 495

Statistics below based on return of 495 questionnaires or data submitted on other forms by stations. Summary of comparisons also appears in special directories starting on page 163.



(CONTINUED)

WSAU-TV

WAUSAU, WISCONSIN



➔ **CBS • NBC**
ABC • DuMont

CHANNEL 7

100,000 watts

1,921 ft. above sea level

540,000 population

\$662,899,000

spendable income

152,000 homes

Represented by
MEEKER, TV.
New York, Chi., Los Angeles, San Fran.

Stockholders Include

RADIO STATIONS:

WSAU - WFHR - WATK

NEWSPAPERS:

Wausau Daily Record-Herald

Marshfield News Herald

Wis. Rapids Daily Tribune

Merrill Daily Herald

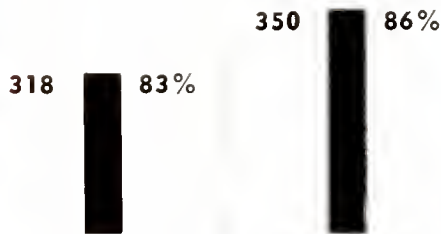
Rhineland Daily News

Antigo Daily Journal

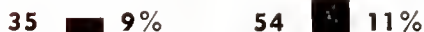
OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

(CONTINUED)

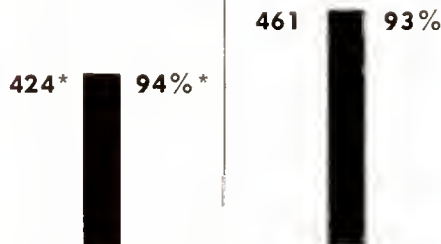
1955		1956	
Total Respond.—381		Total Respond.—495	
No. St'ns. Respond.	% St'ns. Respond.	No. St'ns. Respond.	% St'ns. Respond.



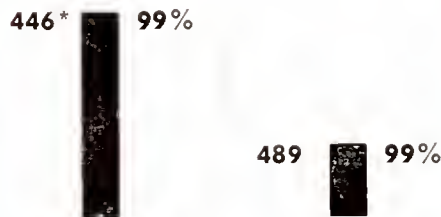
Stations scheduling late evening films



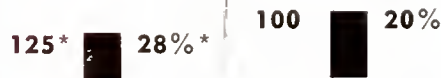
Stations programing (partly) for a specialized audience



Stations affiliated with national networks



Stations affiliated with national sales representatives



Stations with uhf channel allocations

*Based on total of 451 stations on air as of April 1, 1955

ROCKFORD



Scene of market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction \$25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

WREX-TV



Scene of sales power!

DELIVERS YOUR MESSAGE to over 1,000,000 viewers in a billion dollar market — all of the top 15 once-a-week shows — all of the top 15 syndicated films* — are part of the Power Packed Performance that makes WREX-TV The Viewers' Choice.

* PULSE, INC. SURVEY, SEPTEMBER, 1955



WREX-TV

channel 13

CBS - ABC AFFILIATIONS
telecasting in color
represented by
H-R TELEVISION INC.
ROCKFORD, ILLINOIS

KATHRYN SHANAHAN *Timebuyer, Morey, Humm & Johnstone, N. Y.*

"The BUYERS' GUIDE is most valuable recommending a campaign for a product to reach women, for instance. Almost at a glance you can ascertain the stations with Homemaking programs. It's a great timesaver in many ways."

JOSEPH BUDACK *Timebuyer, Warwick & Legler, New York*

"I like the whole idea of the BUYERS' GUIDE. The most recent example I can give of the innumerable hours that it has saved me is in the Negro and Spanish station sections."

GEORGE POLK *TV-Radio Super., BBDO, New York*

"When a client wants a particular audience in a hurry, I use the BUYERS' GUIDE to establish 1) which stations were catering to the audience (in one instance Negro, in another, foreign.) Then 2) to determine which stations specialized most in a particular area and would be most effective."

JOHN MORENA *Timebuyer, Cunningham & Walsh, New York*

"One day recently an account executive called me and said, 'I have a client in my office who is interested in Negro and Spanish television. What stations program for these groups?' I was able to answer this question immediately through BUYERS' GUIDE."

JAYNE SHANNON *Timebuyer, J. Walter Thompson, N. Y.*

"I use it as a 'tool' in pre-selling. It's used in determining whether it's possible to deliver to clients a spot campaign to a specific segment of the market."

CLIFF BOTWAY *Timebuyer, Dancer-Fitzgerald-Sample, N. Y.*

"BUYERS' GUIDE, by giving program information, audience interest and appeal, provides the key to station 'personality' in one handy unit—information that previously had to be gathered from long experience and contact."

HOW

TIMEBUYERS

USE THE BUYERS GUIDE

**SECTION
1**

RADIO MASTER DIRECTORY

1956 BUYERS' GUIDE TO STATION PROGRAMMING

ALABAMA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop muslo	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
MOBILE	WAVU*	630	500w-D	-----	-----	---	---	21	7	13	10	9	5*	1	18			AP;W
ALEXANDER CITY	WRFS*	1050	1kw-D	KBS	Sears & Ayer	---	---	56	8	20	10	8	x*		3		10	UP; T
ANDALUSIA	WCTA*	920	5-D,500-N	MBS	-----	4	---	47	3	18	10	9	2	2	5		3	AP;T
ANNATON	WHMA*	1450	250w	ABC	Sears & Ayer	x	---	20	6	7	9	23	9*	5	1		3	UP;W
	WSPC	1390	5-D,1-N	MBS	Walker	9	---	30	10	25	8	21	3*	3	5		5	AP;St
ATHENS	WJMW*	730	1kw-D	-----	-----	---	---	15	2	31	5	x	2*	3	3		3	AP;Se
ATLANTA	WAUD	1230	250w	ABC	Interstate	6	---	54	5	18	5	18	10*		6		20	AP
BISSIAER	WBCO	1450	250w	---	Forjoe	---	---	91	---	---	42	x					123	UP
BIRMINGHAM	WBRC	960	5kw	CBS	Katz	8	---	30	2	13	3	21	1*	3	2			AP;St
	WCRT	1260	1kw-D	-----	-----	---	---	80	---	---		3	1					UP;St
	WEDR	1220	1kw-D	---	McGillvra	---	---	---	---	---	24	8	1	3			84	UP
	WEZB	1320	1kw-D	---	-----	---	---	84	---	---	1	7					10	Se
	WILD	850	10kw	MBS	-----	3	---	90	4	24	7	24	x*	3	2			UP; LW
	WJLD*	1400	250w	---	Rambeau	---	---	60	---	---		x					126	AP;A
	WLBS	900	1kw-D	---	-----	---	---	6	---	24	21	3	1*					UP
	WSGN	610	5-D,1-N	ABC	Avery-Knodel	x	---	63	6	5	15	15	1*	7	1			AP;W
	WVOK	690	50kw-D	-----	Radio-Tv Reps	---	---	10	---	60	9	3			4		4	UP
DEWON	WEBJ	1240	250w	M,K	-----	8	---	---	5	12		24	3					AP
DECAJR	WAJF	1490	250w	---	Sears & Ayer	---	---	67	---	12	2	14	6*	4	1/2		5	UP;LW
	WHOS*	800	1kw	---	McGillvra	---	---	43	6	20	7	9	14*		4		3	AP;T,W
	WMSL	1400	250w	K,M	Walker	4	---	24	5	36	12	13	10*	1	3		5	AP
DOTEN	WAGF	1320	1kw	NBC	McGillvra	9	---	52	3	14	8	13	2	3	3			AP
	WDIG	1450	250w	ABC	Paschall	9	---	9	---	---		3	1		18		9	UP;T
	WOOF	560	5kw-D	---	Thos. Clark	---	---	12	---	10	20	5	1*		3		13	UP
FFALA	WULA	1240	250w	-----	Indie Sales	---	---	44	8	26	12	x	2*		4		7	UP
FFEFE	WWWF	990	1kw-D	KBS	-----	---	---	29	---	20	6	10	8*	5	3		3	UP
FFORICE	WJOI	1340	250w	MBS	-----	9	---	50	---	14	6	15	5*		2		7	AP
	WOWL	1240	250w	ABC	Rambeau	6	---	33	2	10	11	20	16*	3	4		10	AP
FFOLE	WHEP	1310	1kw-D	---	Indie Sales	---	---	20	5	26	1	20	2*	1	2	1		AP;T
FFORTAYNE	WFPA	1400	250w	---	Best	---	---	---	---	112	21	---	---		2			---
	WZOB	1250	1kw-D	KBS	-----	---	---	23	---	45	18	10	5*	3	2			UP;T
FFADSEN	WETO	930	1kw-D	KBS	McGillvra	---	---	10	---	40	21	8	5*	x	10		10	UP
	WGAD	1350	5kw	ABC	Rambeau	4	---	51	8	7	5	12	6*	3	3		5	AP
FFINEA	WGEA	1150	1kw-D	-----	Continental	---	---	42	1	29	18	10	1*		3		1/2	AP;W
FFREEVILLE	WGYV*	1400	250w	---	Best	---	---	25	10	30	7	5	2*	x	2		12	UP
FFUNTSVILLE	WGSV	1270	1kw-D	KBS	-----	---	---	39	7	28	7	16	4*	4	12			UP
FFALEVILLE	WJBB	1230	250w	MBS	Indie Sales	7	---	50	---	23	9	20	7*		3			UP
FFAMIFON	WERH	970	5kw-D	KBS	Best	x	---	11	1/2	34	10	20	2	2	5		4	UP;Se

radio
symbols

* am station with fm affiliate
 ‡ fm station
 D-Daytime power
 N-Night power
 • local sports covered

† Mexican-American programming
 included in foreign language
 total
 X-category claimed, but hours
 unspecified

-- category unclaimed
 SERVICES: AP—United Press,
 INS—International News Service,
 BUP—British United Press,
 BN—Broadcast News, A—Asso-

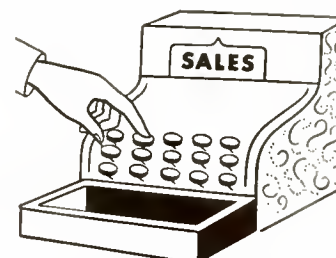
ciated Program Service, C—Capitol, Co—Cole, LW—Langworth, Se—Sesac, St—Standard, T—RCA Thesaurus, W—World.



THE SHORTEST DISTANCE
 BETWEEN TWO POINTS
 IS A STRAIGHT
KFWB LINE

LARRY FINLEY
 —Celebrities & Music
 3:30 to 6:30 PM
 and 10:00 PM to 6 AM

The Station with Sales Penetration!
 Music, News, Sports, Special
 Features—24 hours a Day.
 Entertainment—Sales—
 Merchandising



KFWB—Los Angeles

the truth about...



BTA-50G-50 KW AMPLIPHASE—New "Ampliphase" design greatly reduces number of tubes and power costs, lowest operating cost of any 50 kw AM transmitter... half the tube cost of 50 kw AM transmitters. Complete air-cooled. Takes less than 80 square feet of floor space. Requires no underground trenches, reduces installation costs.

BTA-5H/10H-5 and 1 KW BI-LEVEL—Features "Bi-level" modulation, accomplished by adding a controlled amount of audio to the r-f driver, increases efficiency, reduces power consumption and distortion. Substantial savings in operating and tube costs combined with space-conserving design.

BTA-1M/500M (shown with left-wing phasing cabinet)—Features low power consumption. Uses only 15 tubes in the BTA-1M, 14 in the BTA-500M, and only four types. Single-control tuning assures ease of operation. Modulated by RCA's famous "Bi-level" technique. Complete transmitters housed in an attractive and practical lightweight aluminum cabinet.

BTA-250M-250-WATT BI-LEVEL—Provides the quiet operation desirable for control room installation. Simple one-control tuning. Distortion-free "Bi-level" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package."

BTA-1MX/500MX—Designed for high-fidelity operation, transmitters BTA-1MX (1KW) and BTA-500MX (500 watts) offer single-control tuning, desirable Bi-level modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required... approximately 6 square feet.

REMOTE CONTROL EQUIPMENT—RCA Remote Control Equipment provides facilities to switch program lines, adjust plate or filament voltage, operate a lineariac control on emergency transmitter, control Conelrad switching, operate power contactors and reset manual overload breakers, from any desired control point, regardless of transmitter design or power.

RCA AM transmitters

FOR 25 YEARS RCA broadcast transmitters have been widely acknowledged as *the* best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can “afford” one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford *not* to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two *facts*:

1. RCA transmitters are generally less expensive to operate. This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

2. RCA transmitters almost always have higher resale value. This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest *AM Specialist* (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such *facts* at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!

See Your Nearest
Radio Broadcast Sales
Representative

ATLANTA 3, GA.

522 Forsyth Bldg., Lamar 7703

BOSTON 16, MASS.

200 Berkeley Street, Hubbard 2-1700

CAMDEN 2, N.J.

Frant & Caaper Streets,
Wadlawn 3-8000

CHICAGO 54, Ill.

Delaware 7-0700 Merchandise
Mart Plaza, Room 1186

CLEVELAND 15, OHIO

1600 Keith Bldg., Cherry 1-3450

DALLAS 1, TEXAS

1907-11 McKinney Avenue,
Riverside 1371

DAYTON 2, OHIO

120 West Second Street,
Hemlock 5585

HOLLYWOOD 28, CALIF.

1560 N. Vine Street,
Hollywood 9-2154

KANSAS CITY 6, MO.

1006 Grand Avenue, Harrison 6480

NEW YORK 20, N.Y.

36 W. 49th Street, Judson 6-3800

SAN FRANCISCO 2, CALIF.

420 Taylor Street, Ordway 3-8027

SEATTLE 4, WASHINGTON

2250 First Avenue, South, Main 8350

WASHINGTON 6, D.C.

1625 K Street, N.W., District 7-1260

Typical AM Tower

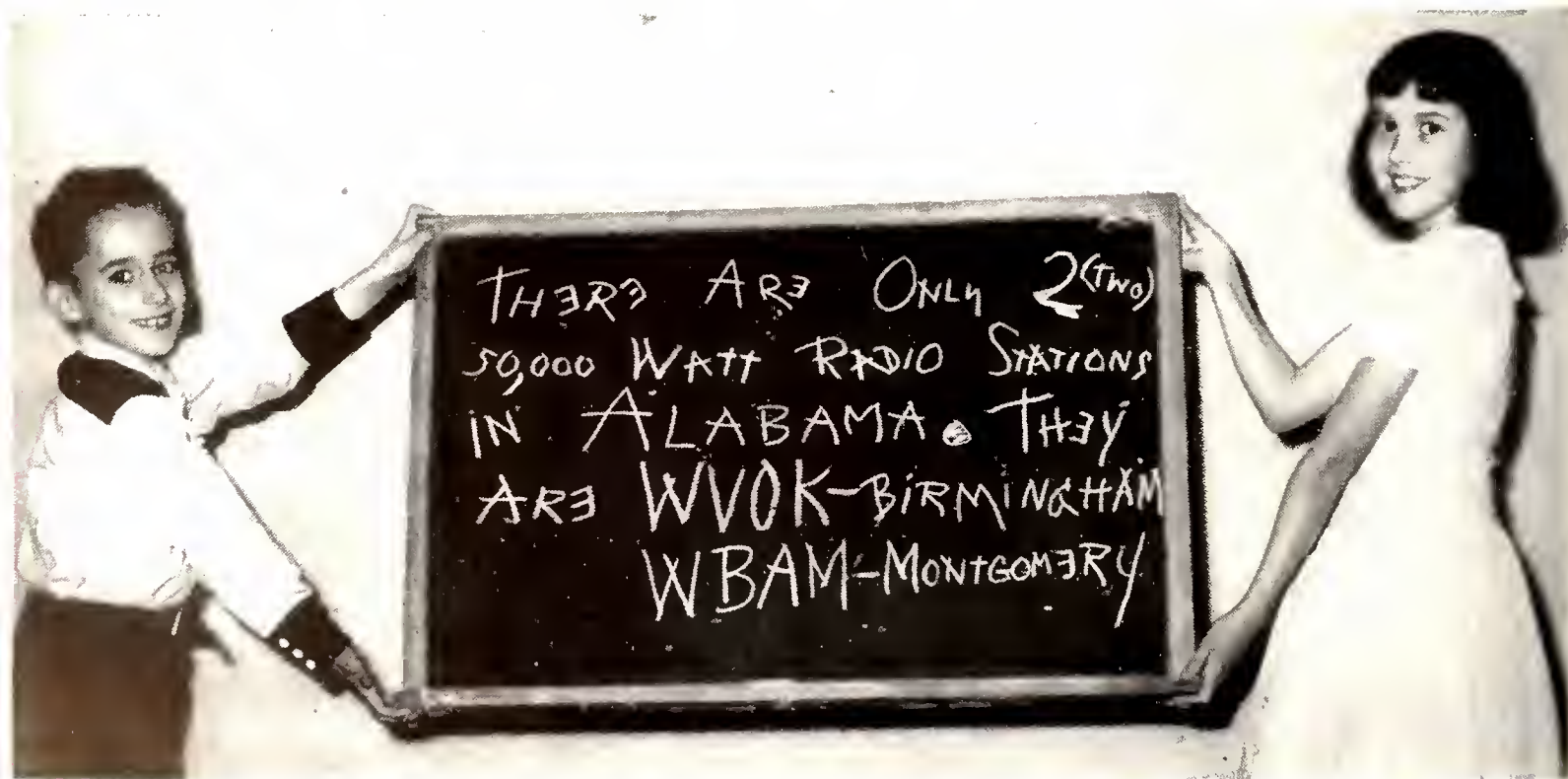


RADIO CORPORATION OF AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

ALABAMA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Negro	S
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign			
HUNTSVILLE	WBHP	1230	250w	M,K		9	---	---	10	8	6	3	2*		2		4	U	
	WFUN	1450	250w		Sears & Ayer	-	---	76	7	20	5	7	x*	1	2		6	U	
	WHBS	1550	5-D,500-N	ABC	Gill-Perna	7	---	28		26		7	4*	3	5			A	
MARION	WJAM	1310	1kw-D			-	---	41	2	23	6	13	3*	1	2		16	A	
MOBILE	WABB*	1480	5kw	ABC	Branham	5	---	58	15	2		18	2*		2			U	
	WKAB	840	1kw-D	MBS	Forjoe	3	---	24		24	6	7	10*		3		18	A	
	WKRC*	710	1kw	CBS	Avery-Knodel	8	---	24	4	8	4	23	2*	3	2			A	
	WMOZ	960	1kw-D		Pearson	---	---	14	6		6	x	2	3			98		
MONROEVILLE	WMFC	1220	250w-D	KBS	Continental	---	---	41		10	3	1/2	1*		2		6	A	
MONTGOMERY	WAPX	1600	1kw		Walker	---	---	12	6	7		8	6*					A	
	WBAM	740	50kw-D		Radio-Tv Reps		---	6		38	9	3	1	5	11		1	U	
	WCOV	1170	10kw	CBS	Raymer	11	---	18	3	10	4	13	4*	4	6		5	U	
	WMGY	800	1kw-D		Forjoe	---	---	37		11	6	8	2		1		8	U	
	WRMA	950	1kw-D		McGillvra	---	---	49	2		35	3	1*	4	x		94	A	
	WSFA	1440	5-D,1-N	NBC	Headley-Reed	9	---	16	3	17	8	14	3	4	3			A	
	MUSCLE SHOALS	WLAY	1450	250w			---	---	62	9		7	17	8*	6	4		3	U
OPELIKA	WJHO	1400	250w	M,K	Indie Sales	6	1/4	45	5	20	7	13	8		2		5	U	
OPP	WAMI	860	1kw-D			---	---	25		20	15	7	1	1/2	6		2	U	
PHENIX CITY	WPNX	(See COLUMBUS, GA.)																	
PRICHARD	WAIP	1270	1kw-D		Walker		---	24	3	31	5	3	2	3				A	
RUSSELLVILLE	WWWR	920	1kw-D	KBS			---	28		10	x	9	2	2	1			U	
SCOTTSBORO	WCRI*	1050	250w-D			2	---	38	7	12	9	10	1*	4	12		1	A	
SELMA	WGWC	1340	250w	CBS	Holman	10	---	30	2	10	2	14	2*	2	3		8	U	
	WHBB	1490	250w	NBC	Avery-Knodel	x	---	25	8	10	5	15	4*		2		5	T	
SYLACAUGA	WFEB	1340	250w	MBS		6	---	53		13	10	5	3*	3	4		3	U	
	WMLS	1290	1kw-D			---	---	23		11	16	5	3*		1		6		
TALLADEGA	WHTB*	1230	250w	MBS	Continental	4	---	37	9	37	10	10	4*	2	2		60	A	
TALLASSEE	WTLS	1300	1kw-D			---	---	24	6	24	7	7	2*	2	2		6	A	
TUSCALOOSA	WJRD	1150	5kw	NBC	Rambeau	8	---	40	4	40	6	14	5*		2			U	
	WNPT	1280	1-D,500-N		Indie Sales	---	---	27	15	30	5	10	x*	x	2		x	A	
TUSCUMBIA	WVNA	1590	5kw-D		Devney	---	---	66	4	10	6	3	4*	3	3		6	U	
TUSKEGEE	WTUS	580	5kw-D	KBS		---	---	47	2	5	3	2	2*		1		36	U	

NO INFORMATION: Anniston, WANA; Atmore, WATM; Birmingham, WAFM, WAPI, WJLN; Carrollton, WRAG; Clanton, WKLF; Cullman, WFMH, WKUL; Enterprise, WIRB; Gadsden, WGWD; Jackson, WPBB; Jasper, WWWB; Mobile, WALA; Oneonta, WCRL; Ozark, WOZK; Piedmont, WPID; Roanoke, WROS; Troy, WTB; Tuscaloosa, WTBC; Wetumpka, WETU.



ARIZONA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CLIFTON	KSUN	1230	250w	MBS	Blair	3	---	24	10	7	11	26	12•	1	1½	1½†	---	UP;Se,T	
COOLIDGE	KAWT	1450	250w	MBS	Best	6	---	60	7	5	15	18	12•	3	2	---	---	UP;LW,W	
SAFFORD	KCLS	600	5kw	MBS	-----	4	---	31	16	19	4	15	7•	3	4	10†	1	-----	
WINSLLOW	KGPH	690	1kw	ABC	McGillvra	x	---	59	6	9	3	20	7•	2	4	10†	---	AP;LW	
YUMA	KWJB	1240	250w	NBC	Raymer	8	---	3	3	3	3	2	1½	1½	---	1†	---	-----	
BUCKLEY	KDJI	1270	1kw-D	KBS	Best	2	---	32	2	9	4	6	6•	4	2	12†	---	UP;LW	
YUMA	KTYL*	1310	1-D,500-N	-----	-----	---	---	84	2	---	3	6	1•	½	10	2	6	UP;St	
YUMA	KNOG	1340	250w	CBS	Best	10	---	58	5	---	1	11	2•	---	---	10†	---	-----	
YUMA	KIFN	860	1kw-D	---	Natl Tm; Oakes	---	---	---	---	---	6	6	---	4	½	84†	---	UP	
YUMA	KONI	1400	250w	---	Walker	---	---	110	20	---	---	x	---	---	---	---	---	INS	
YUMA	KOOL	960	5kw	CBS	AM Radio Sales	9	2	60	5	---	½	35	1	1	3	---	---	UP;St	
YUMA	KOY	550	5kw	MBS	Blair	3	6	73	5	16	4	27	2•	x	2	---	---	UP;W	
YUMA	KPHO	910	5kw	ABC	Katz	5	6	55	2	1	6	22	3•	3	3	---	---	UP;A,Se	
YUMA	KRIZ	1230	250w	---	Burn-Smith	---	6	122	3	22	3	12	x	---	---	2†	---	UP	
YUMA	KRUX	1340	250w	---	Indie Sales	---	6	31	---	44	9	1	1•	6	1	10†	11	UP;LW,Se	
YUMA	KTAR	620	5kw	NBC	Raymer	8	---	60	2	---	5	21	2•	10	3	---	---	AP;C,St,T	
YUMA	KCNA	580	5-D,500-N	ABC	Gill-Perna	5	---	35	1	60	1	8	1	1	---	---	---	AP;LW	
YUMA	KEVT	690	250w-D	---	Natl Tm; Oakes	---	---	72†	3†	---	2†	5†	½†	3†	---	84†	---	UP	
YUMA	KOPO	1450	250w	CBS	AM Radio Sales	x	---	4	---	3	2	4	1	8	---	2	---	-----	
YUMA	KTKT	1490	250w	---	Forjoe	---	---	112	---	12	2	3	x	---	---	---	---	UP	
YUMA	KTUC	1400	250w	MBS	Blair	5	6	12	18	12	6	22	6•	6	1	½	---	UP;A,Se,W	
YUMA	KVOA	1290	1kw	NBC	Raymer	9	---	62	16	---	6	16	x•	5	½	24†	---	AP;C,T	
YUMA	KOLD	1240	250w	KBS	Bdest Time Sls	---	2	140	35	20	3	15	14•	---	3	14†	---	INS	
YUMA	KYMA	1400	250w	MBS	Paschall	x	---	90	---	---	6	20	x•	---	---	6†	---	W,Se	

INFORMATION: Clifton, KCLF; Coolidge, KCKY; Kingman, KGAN; Prescott, KYCA; Safford, KGLU; Winslow, KVNC; Yuma, KYUM.

ARKANSAS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ADAMSVILLE	KVRC	1240	250w	MBS	Best	9	----	44	6	15	8	24	7•	3	7	----	12	AP	
ADAMSVILLE	KBTA	1340	250w	MBS	Best	9	----	30	----	20	7	13	2•	----	3	----	----	AP;W	
ADAMSVILLE	KLCN*	910	5kw-D	-----	Pearson	----	----	40	3	21	x	7	5	----	12	----	----	AP	
ADAMSVILLE	KAMD	1450	250w	MBS	Gill-Perna	8	----	10	----	2	2	x	1•	2	1	----	----	AP	
ADAMSVILLE	KAGH	1340	250w	MBS	-----	10	----	14	4	25	3	x	----	3	7	----	4	AP	
ADAMSVILLE	KDMS	1290	1kw-D	-----	Best	----	----	25	3	19	5	2	2•	----	2	----	3	UP; T	
ADAMSVILLE	KGRH	1450	250w	MBS	Walker	7	----	40	3	----	----	9	2•	3	2	----	3	AP	
ADAMSVILLE	KFPW*	1230	250w	CBS	Avery-Knodel	8	----	25	2	5	1	40	1•	----	----	----	3	AP,UP	
ADAMSVILLE	KWHN	1320	5kw	-----	Rambeau	----	----	41	8	19	12	17	4•	3	2	----	6	AP	
ADAMSVILLE	KHOZ	1240	250w	-----	-----	----	----	40	9	17	10	17	2•	----	2	----	----	UP;T	
ADAMSVILLE	KFFA	1360	1kw	MBS	Best	8	--	20	----	----	----	x	----	----	8	----	35	AP;W	
ADAMSVILLE	KBHS	590	1kw-D	-----	Sears & Ayer	----	----	55	----	9	5	9	2	2	2	----	----	UP;W	
ADAMSVILLE	KBLO	1470	1kw-D	-----	Indie Sales	----	----	44	----	33	10	8	2•	5	2	----	2	AP;Se	
ADAMSVILLE	KWFC	1340	250w	A,M	Gill-Perna	x	1	30	5	----	6	15	3•	4	1	----	6	AP	
ADAMSVILLE	KBTM*	1230	250w	MBS	Burn-Smith	4	----	41	4	10	9	18	9•	2	6	----	½	AP	
ADAMSVILLE	KNEA	970	1kw-D	-----	Gill-Perna	----	----	40	5	20	5	12	1	x	30	----	----	UP;T	
ADAMSVILLE	KARK	920	5kw	NBC	Petry	8	----	8	4	16	13	14	2•	3	2	----	----	AP,UP	
ADAMSVILLE	KGHI	1250	1kw	-----	Hollingbery	----	----	50	10	10	15	x	12•	----	3	----	24	UP	
ADAMSVILLE	KLRA	1010	10-D,5-N	ABC	Raymer	x	x	39	6	17	7	17	1•	1	5	----	----	AP,UP;Se, St	

THE SHORTEST DISTANCE
BETWEEN TWO POINTS
IS A STRAIGHT
KFWB LINE

BILL BALLANCE
—Platter Punster.
Ballance 'N Records
6:00 to 9:30 AM

The Station with Sales Penetration!
Music, News, Sports, Special
Features—24 hours a Day.
Entertainment—Sales—
Merchandising



KFWB—Los Angeles

ARKANSAS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
LITTLE ROCK (cont.)	KTHS	1090	50kw	CBS	Branham	10	---	16	8	15	7	14	3	2	5	---	5
	KVLC	1050	1kw-D	---	Radio-Tv Reps	---	---	63	9	12	---	11	1/2	---	---	---	---
	KXLR	1150	5-D,1-N	MBS	Pearson	8	---	30	5	18	10	11	6*	---	2	---	25
MAGNOLIA	KVMA	630	1kw-D	MBS	Pearson	3	---	42	4	17	9	18	5*	---	5	---	9
MALVERN	KDAS	1420	1kw-D	KBS	Devney	---	---	27	5	17	8	7	1*	2	1	---	3
McGEHEE	KVSA	1220	1kw-D	---	Best	---	---	36	4	18	5	10	x*	1	3	---	6
MENA	KENA	1450	250w-D	KBS	Best	---	---	70	---	20	1	12	3*	1	2	---	---
MONTICELLO	KHBM	1430	1kw-D	KBS	Best	---	---	23	6	23	15	11	2*	2	3	1	3
MORRILTON	KVOM	800	250w	---	---	---	---	32	---	29	7	5	x*	---	---	---	2
MOUNTAIN HOME	KTLO	1490	250w	---	Best	---	---	8	8	18	4	12	3*	1	6	---	---
NEWPORT	KNBY	1280	1kw-D	---	---	---	---	20	---	16	10	15	2	1/4	1	---	5
OSCEOLA	KOSE	860	1kw-D	KBS	Best	---	---	30	4	16	9	8	4*	5	2	---	5
PARAGOULD	KDRS	1490	250w	---	---	---	---	50	3	19	11	9	6*	2	3	---	---
PINE BLUFF	KCLA	1400	250w	---	Best	---	---	70	2	22	7	10	x*	---	---	---	10
	KOTN	1490	250w	MBS	---	7	---	50	12	18	8	22	15	---	4	---	16
POCAHONTAS	KPOC*	1420	1kw-D	KBS	---	---	---	23	2	23	7	4	8*	6	10	---	---
ROGERS	KAMO	1390	500w-D	---	Best	---	---	14	7	14	6	3	1*	1	9	---	---
SEARCY	KWCB	1300	1kw-D	KBS	Best	---	---	26	---	28	---	7	1/2*	---	---	---	---
SILAM SPRINGS	KUOA*	1290	5kw-D	MBS	---	2	---	15	9	4	23	10	3*	1	4	---	---
SPRINGDALE	KBRB	1340	250w	ABC	---	6	---	35	6	10	15	13	8*	5	10	---	---
STUTTGART	KWAK	1240	250w	MBS	Best	8	---	x	x	x	x	15	x*	---	9	---	---
TEXARKANA	KCMC*	1230	250w	ABC	V.R&McC	8	---	42	1	8	3	29	10*	1	6	---	---
	KTFS	1400	250w	KBS	Indie Sales	---	---	76	2	9	7	11	2*	3	3	---	3
WALNUT RIDGE	KRLW	1320	1kw-D	---	---	---	---	56	2	15	7	3	2	---	2	---	---
WARREN	KWRF	860	250w-D	---	---	---	---	22	6	13	7	12	x*	1	1	---	3

NO INFORMATION: Benton, KBBA; Camden, KPLN; Conway, KCON; El Dorado, KELD; Forrest City, KXJK; Forth Smith, KFSA; Hope, KXAR; Mammoth Spring, KXAR; Russellville, KXRJ; Texarkana, KOSY.

CALIFORNIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ALTURAS	KCNO	570	1kw-D	---	Best	---	---	25	7	19	3	2	x*	---	1	---	---
AVALON	KBIG	740	10kw-D	---	Weed	---	---	75	---	---	1/2	9	x	---	---	---	---
BAKERSFIELD	KAFY	550	1kw	MBS	Paschall	6	---	62	4	27	10	7	10*	x	4	---	12
	KBIS	970	1kw	---	Young	---	6	168	---	---	---	14	x	---	---	2†	---
	KERN*	1410	1kw	CBS	Raymer	10	---	22	2	8	4	17	2	3	3	---	---

SYMBOLS:

* am-fm station
† fm station

D—daytime power
† Mex. Amer. included

* local sports covered
N—night power

x figure unrec'd
--- category claim

KPMC in BAKERSFIELD, CALIFORNIA

NOW ON THE AIR

WITH 10,000 WATTS DAY AND NIGHT CLEAR CHANNEL POWER

KPMC is the most powerful station in the prosperous Southern San Joaquin Valley. With a directional pattern tailor-made to serve and sell the densely populated areas of the Valley, KPMC includes more than 1,150,000 people in its daytime .5 millivolt protected contour, more than 2,250,000 people at night. Featuring the positive programming of ABC Radio Network and 1800 half hours of ZIV transcribed shows, KPMC provides a type of radio entertainment not duplicated in its area.

Represented by Burns-Smith in New York & Chicago; Harlan Oakes in Los Angeles & San Francisco

ABC - KPMC - 1560 kc

CALIFORNIA (continued)

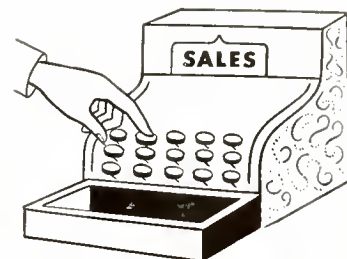
City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
KISFIELD	KGEE	1230	250w	NBC	Hollingbery	8	1	18	7	6	2	17	4*	10	2	12†	---	UP;W
	KMAP	1490	250w	ABC	---	---	---	53	2	36	6	7	20*	---	2	25†	14	UP
	KPMC	1560	10kw	ABC	Oakes; Burn-S.	9	1	53	2	13	5	24	2	---	5	7†	---	UP;T
	KWSO	(See WASCO)																
RSOW	KWTC	1230	250w	---	Cooke	---	---	38	3	10	4	17	2*	3	---	6†	---	UP;W
ARKLEY	KRE*	1400	250w	---	---	---	---	24	38	---	32	11	x	---	---	25†	20	AP;St
SH?	KIBS	1230	250w	KBS	Bdest Time Sls	---	---	60	5	6	10	10	3	3	1	---	---	UP;C,Se
YTE	KYOR	1450	250w	ABC	Pearson	---	---	21	13	8	7	18	---	---	3	6†	4	UP
AY.EY	KROP	1300	1kw	ABC	Pearson	11	---	30	---	9	---	24	2*	---	3	---	---	---
RENK	KBLA	1490	250w	---	Webb	---	6	150	---	---	25	1	4*	1	---	11†	5	UP;C
LEICO	KICO	1490	250w	---	Cooke	---	---	70	---	20	---	14	3*	---	---	---	---	AP
IC	KHSL	1290	5kw	CBS	Avery-Knodel	8	---	45	---	---	---	16	7*	3	---	---	---	UP
	KXOC	1060	10kw	MBS	Young	x	2	---	1/2	17	9	37	9*	6	4	---	---	UP;St
ALNGA	KBMX	1470	500w-D	KBS	Webb	---	---	56	5	5	5	7	2	3	---	3†	---	UP
RCA	KBUC	1370	1kw	---	---	---	---	80	---	8	10	12	1	x	6	14†	---	UP;LW
ESANT CITY	KCRE	1400	250w	---	---	---	---	31	35	17	x	7	1*	x	---	---	---	Se,St,W
CITRO	KXO	1230	250w	MBS	Raymer	7	---	46	30	---	7	25	4*	3	4	---	---	UP
REA	KHUM	1240	250w	CBS	Pearson	8	---	36	4	7	3	11	6*	x	3	---	---	AP;C
	KIEM*	1480	5kw	MBS	Blair	6	---	54	---	9	7	20	6*	3	3	---	---	UP;W,McG
RT:RAGG	KDAC	1230	250w	KBS	---	1/4	---	42	10	6	4	11	2*	1	2	1	---	AP
ESI?	KBIF	900	1kw-D	---	Meeker	---	---	73	---	---	2	x	x	---	x	---	---	UP
	KFRE*	940	50kw	CBS	Blair	x	---	15	18	---	3	19	3*	1	10	---	---	UP
	KGST	1600	1kw-D	---	Forjoe	---	---	12	2	31	3	3	---	2	1/2	44†	7	UP
	KMAK	1340	250w	---	---	---	---	127	---	---	---	4	---	---	---	---	---	AP
	KMJ*	580	5kw	NBC	Raymer	9	6	60	3	5	3	25	3*	2	5	---	1/2	AP,UP;W
	KRFM†	93.7	70kw	---	Blair	---	---	49	---	---	---	---	---	---	---	---	---	---
	KYNO	1300	1kw	MBS	Hollingbery	5	1	50	19	20	15	24	30*	5	1	12†	1	UP;T
ENALE	KUTE†	101.9	12kw	---	---	---	6	14	10	---	---	x	---	---	---	---	---	UP
NIRD	KNGS	620	1kw	---	---	---	6	21	---	14	7	14	2	---	5	15†	---	UP,INS
NCSTER	KAVL	1340	250w	---	Bdest Time Sls	---	---	63	17	3	6	18	6*	3	3	---	---	UP;LW
NGBEACH	KFOX*	1280	1kw	---	Rambau	---	1	102	4	15	6	3	5*	3	2	---	18	UP
	KGER	1390	5kw	KBS	---	---	1	10	8	---	70	4	---	x	1	---	9	AP
	KNOB†	103.1	320w	---	---	---	---	22	19	---	1/4	---	---	---	---	---	---	---
SANGELES	KABC*	790	5kw	ABC	Petry	7	2	64	6	4	9	21	4	x	1/2	---	---	AP,INS;C
	KALI	(See PASADENA)																
	KBIG	(See AVALON)																
	KBLA	(See BURBANK)																
	KFAC*	1330	5kw	---	Bolling; GMB	---	6	168	---	2	10	1	---	---	---	---	---	AP
	KFI	640	50kw	NBC	Christal	7	6	42	8	2	3	21	5	4	5	---	---	AP,UP
	KFOX	(See LONG BEACH)																
	KFWB*	980	5kw	---	Branham	---	6	150	3	---	5	14	8*	---	---	---	---	UP,INS
	KGER	(See LONG BEACH)																
	KGFJ	1230	250w	---	---	---	6	109	4	1/4	9	9	4	---	---	7	18	UP
	KGIL	(See SAN FERNANDO)																
	KHJ*	930	5kw	MBS	H-R	x	---	41	4	---	10	31	3*	3	1/4	---	---	UP,INS
	KLAC	570	5-D,1-N	---	Young	---	6	129	---	---	2	13	4	---	---	---	---	UP;INS
	KMPC	710	50-D,10-N	---	AM Radio Sales	---	6	145	---	---	3	13	2*	---	1/2	1†	---	AP,INS
	KNOB	(See LONG BEACH)																
	KNX*	1070	50kw	CBS	CBS Radio Spot	9	6	41	33	1/2	2	17	3*	1/2	2	---	---	All
	KOWL	(See SANTA MONICA)																
	KPOL	1540	10kw	---	Keller	---	---	99	---	15	6	---	---	---	---	---	14	AP;A,LW,St
	KPOP	1020	5kw-D	---	Bdest Time Sls	---	---	48	---	12	6	---	---	3	---	21†	18	AP,UP;LW



THE SHORTEST DISTANCE
BETWEEN TWO POINTS
IS A STRAIGHT
KFWB LINE

←
Where there's Sports, there's Paige
8:00 AM
5:15 PM

The Station with Sales Penetration!
Music, News, Sports, Special
Features—24 hours a Day.
Entertainment—Sales—
Merchandising



KFWB—Los Angeles

CALIFORNIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Ser
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
LOS ANGELES (con't.)	KRKD*	1150	5-D,1-N	-----	-----	---	6	64	2	10	---	x	3	---	---	21†	---	AP, 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 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793, 795, 797, 799, 801, 803, 805, 807, 809, 811, 813, 815, 817, 819, 821, 823, 825, 827, 829, 831, 833, 835, 837, 839, 841, 843, 845, 847, 849, 851, 853, 855, 857, 859, 861, 863, 865, 867, 869, 871, 873, 875, 877, 879, 881, 883, 885, 887, 889, 891, 893, 895, 897, 899, 901, 903, 905, 907, 909, 911, 913, 915, 917, 919, 921, 923, 925, 927, 929, 931, 933, 935, 937, 939, 941, 943, 945, 947, 949, 951, 953, 955, 957, 959, 961, 963, 965, 967, 969, 971, 973, 975, 977, 979, 981, 983, 985, 987, 989, 991, 993, 995, 997, 999, 1001, 1003, 1005, 1007, 1009, 1011, 1013, 1015, 1017, 1019, 1021, 1023, 1025, 1027, 1029, 1031, 1033, 1035, 1037, 1039, 1041, 1043, 1045, 1047, 1049, 1051, 1053, 1055, 1057, 1059, 1061, 1063, 1065, 1067, 1069, 1071, 1073, 1075, 1077, 1079, 1081, 1083, 1085, 1087, 1089, 1091, 1093, 1095, 1097, 1099, 1101, 1103, 1105, 1107, 1109, 1111, 1113, 1115, 1117, 1119, 1121, 1123, 1125, 1127, 1129, 1131, 1133, 1135, 1137, 1139, 1141, 1143, 1145, 1147, 1149, 1151, 1153, 1155, 1157, 1159, 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1493, 1495, 1497, 1499, 1501, 1503, 1505, 1507, 1509, 1511, 1513, 1515, 1517, 1519, 1521, 1523, 1525, 1527, 1529, 1531, 1533, 1535, 1537, 1539, 1541, 1543, 1545, 1547, 1549, 1551, 1553, 1555, 1557, 1559, 1561, 1563, 1565, 1567, 1569, 1571, 1573, 1575, 1577, 1579, 1581, 1583, 1585, 1587, 1589, 1591, 1593, 1595, 1597, 1599, 1601, 1603, 1605, 1607, 1609, 1611, 1613, 1615, 1617, 1619, 1621, 1623, 1625, 1627, 1629, 1631, 1633, 1635, 1637, 1639, 1641, 1643, 1645, 1647, 1649, 1651, 1653, 1655, 1657, 1659, 1661, 1663, 1665, 1667, 1669, 1671, 1673, 1675, 1677, 1679, 1681, 1683, 1685, 1687, 1689, 1691, 1693, 1695, 1697, 1699, 1701, 1703, 1705, 1707, 1709, 1711, 1713, 1715, 1717, 1719, 1721, 1723, 1725, 1727, 1729, 1731, 1733, 1735, 1737, 1739, 1741, 1743, 1745, 1747, 1749, 1751, 1753, 1755, 1757, 1759, 1761, 1763, 1765, 1767, 1769, 1771, 1773, 1775, 1777, 1779, 1781, 1783, 1785, 1787, 1789, 1791, 1793, 1795, 1797, 1799, 1801, 1803, 1805, 1807, 1809, 1811, 1813, 1815, 1817, 1819, 1821, 1823, 1825, 1827, 1829, 1831, 1833, 1835, 1837, 1839, 1841, 1843, 1845, 1847, 1849, 1851, 1853, 1855, 1857, 1859, 1861, 1863, 1865, 1867, 1869, 1871, 1873, 1875, 1877, 1879, 1881, 1883, 1885, 1887, 1889, 1891, 1893, 1895, 1897, 1899, 1901, 1903, 1905, 1907, 1909, 1911, 1913, 1915, 1917, 1919, 1921, 1923, 1925, 1927, 1929, 1931, 1933, 1935, 1937, 1939, 1941, 1943, 1945, 1947, 1949, 1951, 1953, 1955, 1957, 1959, 1961, 1963, 1965, 1967, 1969, 1971, 1973, 1975, 1977, 1979, 1981, 1983, 1985, 1987, 1989, 1991, 1993, 1995, 1997, 1999, 2001, 2003, 2005, 2007, 2009, 2011, 2013, 2015, 2017, 2019, 2021, 2023, 2025, 2027, 2029, 2031, 2033, 2035, 2037, 2039, 2041, 2043, 2045, 2047, 2049, 2051, 2053, 2055, 2057, 2059, 2061, 2063, 2065, 2067, 2069, 2071, 2073, 2075, 2077, 2079, 2081, 2083, 2085, 2087, 2089, 2091, 2093, 2095, 2097, 2099, 2101, 2103, 2105, 2107, 2109, 2111, 2113, 2115, 2117, 2119, 2121, 2123, 2125, 2127, 2129, 2131, 2133, 2135, 2137, 2139, 2141, 2143, 2145, 2147, 2149, 2151, 2153, 2155, 2157, 2159, 2161, 2163, 2165, 2167, 2169, 2171, 2173, 2175, 2177, 2179, 2181, 2183, 2185, 2187, 2189, 2191, 2193, 2195, 2197, 2199, 2201, 2203, 2205, 2207, 2209, 2211, 2213, 2215, 2217, 2219, 2221, 2223, 2225, 2227, 2229, 2231, 2233, 2235, 2237, 2239, 2241, 2243, 2245, 2247, 2249, 2251, 2253, 2255, 2257, 2259, 2261, 2263, 2265, 2267, 2269, 2271, 2273, 2275, 2277, 2279, 2281, 2283, 2285, 2287, 2289, 2291, 2293, 2295, 2297, 2299, 2301, 2303, 2305, 2307, 2309, 2311, 2313, 2315, 2317, 2319, 2321, 2323, 2325, 2327, 2329, 2331, 2333, 2335, 2337, 2339, 2341, 2343, 2345, 2347, 2349, 2351, 2353, 2355, 2357, 2359, 2361, 2363, 2365, 2367, 2369, 2371, 2373, 2375, 2377, 2379, 2381, 2383, 2385, 2387, 2389, 2391, 2393, 2395, 2397, 2399, 2401, 2403, 2405, 2407, 2409, 2411, 2413, 2415, 2417, 2419, 2421, 2423, 2425, 2427, 2429, 2431, 2433, 2435, 2437, 2439, 2441, 2443, 2445, 2447, 2449, 2451, 2453, 2455, 2457, 2459, 2461, 2463, 2465, 2467, 2469, 2471, 2473, 2475, 2477, 2479, 2481, 2483, 2485, 2487, 2489, 2491, 2493, 2495, 2497, 2499, 2501, 2503, 2505, 2507, 2509, 2511, 2513, 2515, 2517, 2519, 2521, 2523, 2525, 2527, 2529, 2531, 2533, 2535, 2537, 2539, 2541, 2543, 2545, 2547, 2549, 2551, 2553, 2555, 2557, 2559, 2561, 2563, 2565, 2567, 2569, 2571, 2573, 2575, 2577, 2579, 2581, 2583, 2585, 2587, 2589, 2591, 2593, 2595, 2597, 2599, 2601, 2603, 2605, 2607, 2609, 2611, 2613, 2615, 2617, 2619, 2621, 2623, 2625, 2627, 2629, 2631, 2633, 2635, 2637, 2639, 2641, 2643, 2645, 2647, 2649, 2651, 2653, 2655, 2657, 2659, 2661, 2663, 2665, 2667, 2669, 2671, 2673, 2675, 2677, 2679, 2681, 2683, 2685, 2687, 2689, 2691, 2693, 2695, 2697, 2699, 2701, 2703, 2705, 2707, 2709, 2711, 2713, 2715, 2717, 2719, 2721, 2723, 2725, 2727, 2729, 2731, 2733, 2735, 2737, 2739, 2741, 2743, 2745, 2747, 2749, 2751, 2753, 2755, 2757, 2759, 2761, 2763, 2765, 2767, 2769, 2771, 2773, 2775, 2777, 2779, 2781, 2783, 2785, 2787, 2789, 2791, 2793, 2795, 2797, 2799, 2801, 2803, 2805, 2807, 2809, 2811, 2813, 2815, 2817, 2819, 2821, 2823, 2825, 2827, 2829, 2831, 2833, 2835, 2837, 2839, 2841, 2843, 2845, 2847, 2849, 2851, 2853, 2855, 2857, 2859, 2861, 2863, 2865, 2867, 2869, 2871, 2873, 2875, 2877, 2879, 2881, 2883, 2885, 2887, 2889, 2891, 2893, 2895, 2897, 2899, 2901, 2903, 2905, 2907, 2909, 2911, 2913, 2915, 2917, 2919, 2921, 2923, 2925, 2927, 2929, 2931, 2933, 2935, 2937, 2939, 2941, 2943, 2945, 2947, 2949, 2951, 2953, 2955, 2957, 2959, 2961, 2963, 2965, 2967, 2969, 2971, 2973, 2975, 2977, 2979, 2981, 2983, 2985, 2987, 2989, 2991, 2993, 2995, 2997, 2999, 3001, 3003, 3005, 3007, 3009, 3011, 3013, 3015, 3017, 3019, 3021, 3023, 3025, 3027, 3029, 3031, 3033, 3035, 3037, 3039, 3041, 3043, 3045, 3047, 3049, 3051, 3053, 3055, 3057, 3059, 3061, 3063, 3065, 3067, 3069, 3071, 3073, 3075, 3077, 3079, 3081, 3083, 3085, 3087, 3089, 3091, 3093, 3095, 3097, 3099, 3101, 3103, 3105, 3107, 3109, 3111, 3113, 3115, 3117, 3119, 3121, 3123, 3125, 3127, 3129, 3131, 3133, 3135, 3137, 3139, 3141, 3143, 3145, 3147, 3149, 3151, 3153, 3155, 3157, 3159, 3161, 3163, 3165, 3167, 3169, 3171, 3173, 3175, 3177, 3179, 3181, 3183, 3185, 3187, 3189, 3191, 3193, 3195, 3197, 3199, 3201, 3203, 3205, 3207, 3209, 3211, 3213, 3215, 3217, 3219, 3221, 3223, 3225, 3227, 3229, 3231, 3233, 3235, 3237, 3239, 3241, 3243, 3245, 3247, 3249, 3251, 3253, 3255, 3257, 3259, 3261, 3263, 3265, 3267, 3269, 3271, 3273, 3275, 3277, 3279, 3281, 3283, 3285, 3287, 3289, 3291, 3293, 3295, 3297, 3299, 3301, 3303, 3305, 3307, 3309, 3311, 3313, 3315, 3317, 3319, 3321, 3323, 3325, 3327, 3329, 3331, 3333, 3335, 3337, 3339, 3341, 3343, 3345, 3347, 3349, 3351, 3353, 3355, 3357, 3359, 3361, 3363, 3365, 3367, 3369, 3371, 3373, 3375, 3377, 3379, 3381, 3383, 3385, 3387, 3389, 3391, 3393, 3395, 3397, 3399, 3401, 3403, 3405, 3407, 3409, 3411, 3413, 3415, 3417, 3419, 3421, 3423, 3425, 3427, 3429, 3431, 3433, 3435, 3437, 3439, 3441, 3443, 3445, 3447, 3449, 3451, 3453, 3455, 3457, 3459, 3461, 3463, 3465, 3467, 3469, 3471, 3473, 3475, 3477, 3479, 3481, 3483, 3485, 3487, 3489, 3491, 3493, 3495, 3497, 3499, 3501, 3503, 3505, 3507, 3509, 3511, 3513, 3515, 3517, 3519, 3521, 3523, 3525, 3527, 3529, 3531, 3533, 3535, 3537, 3539, 3541, 3543, 3545, 3547, 3549, 3551, 3553, 3555, 3557, 3559, 3561, 3563, 3565, 3567, 3569, 3571, 3573, 3575, 3577, 3579, 3581, 3583, 3585, 3587, 3589, 3591, 3593, 3595, 3597, 3599, 3601, 3603, 3605, 3607, 3609, 3611, 3613, 3615, 3617, 3619, 3621, 3623, 3625, 3627, 3629, 3631, 3633, 3635, 3637, 3639, 3641, 3643, 3645, 3647, 3649, 3651, 3653, 3655, 3657, 3659, 3661, 3663, 3665, 3667, 3669, 3671, 3673, 3675, 3677, 3679, 3681, 3683, 3685, 3687, 3689, 3691, 3693, 3695, 3697, 3699, 3701, 3703, 3705, 3707, 3709, 3711, 3713, 3715, 3717, 3719, 3721, 3723, 3725, 3727, 3729, 3731, 3733, 3735, 3737, 3739, 3741, 3743, 3745, 3747, 3749, 3751, 3753, 3755, 3757, 3759, 3761, 3763, 3765, 3767, 3769, 3771, 3773, 3775, 3777, 3779, 3781, 3783, 3785, 3787, 3789, 3791, 3793, 3795, 3797, 3799, 3801, 3803, 3805, 3807, 3809, 3811, 3813, 3815, 3817, 3819, 3821, 3823, 3825, 3827, 3829, 3831, 3833, 3835, 3837, 3839, 3841, 3843, 3845, 3847, 3849, 3851, 3853, 3855, 3857, 3859, 3861, 3863, 3865, 3867, 3869, 3871, 3873, 3875, 3877, 3879, 3881, 3883, 3885, 3887, 3889, 3891, 3893, 3895, 3897, 3899, 3901, 3903, 3905, 3907, 3909, 3911, 3913, 3915, 3917, 3919, 3921, 3923, 3925, 3927, 3929, 3931, 3933, 3935, 3937, 3939, 3941, 3943, 3945, 3947, 3949, 3951, 3953, 3955, 3957, 3959, 3961, 3963, 3965, 3967, 3969, 3971, 3973, 3975, 3977, 3979, 3981, 3983, 3985, 3987, 3989, 3991, 3993, 3995, 3997, 3999, 4001, 4003, 4005, 4007, 4009, 4011, 4013, 4015, 4017, 4019, 4021, 4023, 4025, 4027, 4029, 4031, 4033, 4035, 4037, 4039, 4041, 4043, 4045, 4047, 4049, 4051, 4053, 4055, 4057, 4059, 4061, 4063, 4065, 4067, 4069, 4071, 4073, 4075, 4077, 4079, 4081, 4083, 4085, 4087, 4089, 4091, 4093, 4095, 4

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CALIFORNIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
SAN FRANCISCO	KCBS*	740	50kw	CBS	CBS Radio Spot	8	6	6	40	4	1	19	x	5	3	---	---	All	
	KEAR*	1550	10kw	---	Burn-Smith	---	1	---	140	---	---	7	---	---	---	---	AP		
	KFRC	610	5kw	MBS	H-R	x	---	30	5	---	7	40	3*	3	---	---	AP,INS		
	KGO*	810	50kw	ABC	Petry	4	---	72	3	---	14	18	1	---	2	---	AP,INS		
	KJBS	1100	5kw	---	Young	---	3	154	---	---	---	x	---	---	---	---	AP,INS		
	KLOK	(See SAN JOSE)																	
	KLX	(See OAKLAND)																	
	KNBC*	680	50kw	NBC	NBC Spot	8	6	36	10	5	---	24	3*	---	5	---	---	All;T	
	KROW	(See OAKLAND)																	
	KSAN	1450	250w	---	Stars National	---	---	10	---	---	30	10	---	---	---	9†	146	---	
SAN JOSE	KSFO	560	5kw	---	Headley-Reed	---	---	120	---	---	5	x	x*	---	1	---	---	UP;LW,St,W	
	KSJO	(See SAN JOSE)																	
	KWBR	(See OAKLAND)																	
	KXXK†	97.3	10kw	---	Burn-Smith	---	1	---	140	---	---	---	---	---	---	---	---	A,St	
	KYA	1260	5-D,1-N	---	AM Radio Sales	---	---	96	---	15	1½	13	x*	---	---	---	---	UP	
	KEEN	1370	1kw	---	W. S. Grant	---	---	35	14	56	14	7	4*	1	2	8†	---	UP	
	KLOK	1170	5kw	---	R. O'Connell	---	1	31	3	14	6	4	½	3	2	70†	---	UP	
	KSJO*	1590	1-D,500-N	---	Bdest Time Sls	---	---	91	---	23	2	15	1*	---	---	21†	---	UP;St	
	KXRX	1500	1kw	---	---	---	6	165	---	---	---	14	---	---	---	---	---	UP	
	SAN LUIS OBISPO	KATY	1340	250w	---	Meeker	---	¼	103	2	6	2	5	9*	2	5	---	---	UP;W
KVEC		920	1kw	MBS	Bdest Time Sls	10	---	37	5	---	13	21	3*	2	2	---	---	AP;St	
SAN RAFAEL	KVSM	1050	1kw-D	---	Rambeau; Oakes	---	---	12	---	72	3	x	---	---	---	---	INS		
SAN FRANCISCO	KTIM	1510	1kw-D	---	La Fontessee	---	---	36	4	10	8	10	10*	3	x	4	8	UP	
SAN FRANCISCO	KWIZ*	1480	1kw	---	---	---	---	91	---	---	1	14	10*	---	1	10†	---	UP	
SAN FRANCISCO	KDB	1490	250w	MBS	Gill-Perna	4	1	80	20	---	6	17	6*	---	2	---	---	AP;St	
	KIST	1340	250w	NBC	Hollingbery	9	---	37	12	---	2	15	3*	18	1	13†	---	UP;T	
	KTMS	1250	1kw	ABC	Ravmer	---	---	33	20	1	6	3	2*	3	---	8†	---	AP	
SAN FRANCISCO	KSCO	1080	1-D,500-N	---	Bdest Time Sls	---	---	66	28	1	3	3	3*	---	---	---	---	AP;T,St	
SAN FRANCISCO	KCOY	1400	250w	---	Paschall	---	---	8	½	2	3	17	8*	x	2	4†	---	AP;W	
	KSMA	1240	250w	---	---	---	---	80	20	1	2	11	4*	6	½	1	---	UP	
SAN FRANCISCO	KOWL	1580	10kw-D	---	Forjoe	---	---	26	---	---	2	4	---	3	---	39†	30	---	
SAN FRANCISCO	KSRO	1350	1kw	---	W. S. Grant	---	---	70	21	5	2	15	2*	5	3	1	---	UP	
SAN FRANCISCO	KROG	1450	250w	KBS	---	---	---	60	18	16	6	6	4*	3	1	---	---	UP;Se,St	
	KGDM	1140	5kw	CBS	Blair	x	1	55	14	43	1	23	1	10	18	4	---	UP	
SAN FRANCISCO	KSTN	1420	1kw	---	Hollingbery	---	6	140	2	18	4	24	x*	5	½	7†	1	UP	
	KWG	1230	250w	ABC	Ravmer	6	---	59	2	5	8	16	4*	---	---	½	½	AP	
	KXOB	1280	1kw	MBS	---	---	5	80	---	---	---	29	x*	x	---	7†	10	UP	
	KSUE	1240	250w	---	---	---	---	60	8	7	2	x	x*	2	2	---	---	UP	
SAN FRANCISCO	KTKR	1310	500w-D	KBS	---	---	---	48	8	---	1	3	x	---	---	---	---	UP	
SAN FRANCISCO	KCOK	1270	1kw	MBS	Forjoe	7	---	18	---	33	9	19	6*	3	3	9†	---	UP	
SAN FRANCISCO	KTUR	1390	1kw	---	---	---	---	31	15	4	12	12	5*	9	4	14†	---	UP;Se	
SAN FRANCISCO	KUKI	1400	250w	---	W. S. Grant	1	---	80	4	15	2	14	10*	3	2	---	---	AP;St	
SAN FRANCISCO	KGYW	1190	250w-D	---	Bdest Time Sls	---	---	62	---	3	1	10	½	3	2	---	1	UP	
	KVON	(See NAPA)																	
SAN FRANCISCO	KUDU	1590	1kw	---	Walker	---	---	70	6	19	8	11	2*	1	1	8†	---	AP;LW	
	KVEN	1450	250w	MBS	Bdest Time Sls	6	---	76	4	12	5	23	8*	5	2	15†	---	UP;C	
SAN FRANCISCO	KONG	1400	250w	---	Hollingbery	---	---	70	12	6	6	14	5	---	2	4†	---	UP	
SAN FRANCISCO	KWSO	1050	1kw-D	---	Bdest Time Sls	---	---	10	64	---	20	1	1	10	3	¼	---	AP	
SAN FRANCISCO	KHUB	1340	250w	KBS	---	---	---	79	5	---	7	7	4*	5	1	9†	---	UP	
SAN FRANCISCO	KUBA	1600	1kw	---	Continental	1	---	42	13	22	5	7	3*	6	2	10†	---	AP;T	

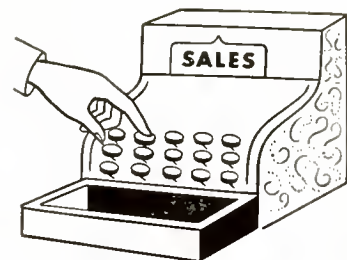
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						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
ALAMOSA	KGIW	1450	250w	MBS	Avery-Knodel	8		31	2	8	3	12	2•	...	4	7†	...	U	
AURORA	KOSI	1430	5kw-D	Forjoe			84	1	7	½	U	
BOULDER	KBOL	1490	250w	Holman			69	47	6	3	19	20•	2	½	A	
CANON CITY	KRLN	1400	250w-D			18	9	12	2	11	4•	3	3	U	
COLORADO SP'NGS	KRDO	1240	250w	Avery-Knodel		1	101	2	5	2	14	x•	2	A	
CORTEZ DENVER	KVOR	1300	1kw	CBS	Hollingbery	9		45	3	6	3	22	9•	2	3	U	
	KWBY	740	250w-D	Radio-TV Reps			84	4	10	4•	...	2	U	
	KVFC	740	1kw-D	Best			14	4	14	3	14	3•	4	2	2	...	U	
	KFSC	1220	1kw-D	Oakes			24	3	2	43†	12	IN	
	KGMC	(See ENGLEWOOD)																	
	KIMN	950	5kw	MBS	Avery-Knodel	5	6	126	5	16	6•	6	U	
	KLIR	990	1kw-D	KBS	Continental			...	34	...	20	3	½	...	2	...	½	IN	
	KLZ	560	5kw	CBS	Katz	8		26	2	2	6	10	1•	6	3	W	
	KMYR	1340	250w	Sears & Ayer		1	98	7	21	7•	A	
	KOA*	850	50kw	NBC	NBC Spot	x	...	48	11	1	6	22	2•	...	10	A	
DURANGO ENGLEWOOD FORT COLLINS FORT MORGAN GLENWOOD SP'NGS GRAND JUNCTION GREELEY	KOSI	(See AURORA)																	
	KTLN	1280	5kw	Radio-TV Reps		6	163	13	3•	3	U	
	KVOD	630	5kw	ABC	Free & Peters	9		40	6	...	6	13	3•	5	2	U	
	KIUP	930	5kw	MBS	Holman	x	..	50	14	40	6	30	3•	4	2	3†	...	U	
	KGMC	1150	1kw-D			21	6	45	3	4	x•	3	U	
	KCOL	1410	1kw			50	20	10	4	20	3•	2	4	A	
	KFTM	1260	500w-D	KBS			38	3	9	4	2	2•	6	3	U	
	KCLN	980	1kw-D	MBS	Holman	4	...	28	8	...	6	17	4•	1	2	U	
	KFXJ	920	1kw	MBS	Holman	7	...	15	11	4	8	18	3•	6	2	U	
	KFKA	1310	1kw	Holman	1	6	105	13	5	5	15	6•	5	18	2†	...	U	
LA JUNTA LAKEWOOD LAMAR LONGMONT LOVELAND MANITOU SP'NGS MONTE VISTA MONTROSE PUEBLO	KYOU	1450	250w	KBS	McGillvra			40	5	25	3	20	10•	...	3	5†	...	A	
	KBNZ	1400	250w	M,K	Indie Sales	8	.	54	14	7	9	26	2•	3	7	½†	...	A	
	KLAK	1580	250w-D	36	4	8	...	1	3	U	
	KLMR	920	1-D,500-N	M,K	Continental			10	15	15	7	6	8•	5	15	U	
	KLMO	1050	250w-D			35	8	33	3	8	1•	2	3	U	
	KLOV	1570	250w-D			45	3	7	3	7	4	4	2	A	
	KCMS†	104.9	890w		2	28	58	2	2	2	U	
	KSLV	1240	250w	KBS			20	3	5	4	12	2•	2	7	U	
	KUBC	1260	1kw	KBS			49	5	3	4	18	6•	1	8	U	
	KCSJ	590	1kw	MBS	Pearson	4		9	4	8	5	16	½•	1	4	1†	...	U	
SALIDA STERLING TRINIDAD	KCHF	1350	5-D,1-N	ABC	Gill-Perna	9		32	7	4	7	18	x	...	7	2†	...	U	
	KVRH	1340	250w	M,K	U	
	KGEK	1230	250w			54	16	20	3	12	4•	3	8	6†	...	U	
	KLOR	1490	250w	MBS	Avery-Knodel	10	..	33	6	15	11	12	7•	7	6	2†	...	A	
	KCRT	1240	250w	MBS	Indie Sales	7	...	26	2	8	10	17	2•	x	2	14†	...	U	

NO INFORMATION: Craig, KRAI; Delta, KDTA; Grand Junction, KEXO; Leadville, KLVC; Pueblo, KDZA.

CONNECTICUT

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										vices
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
BRIDGEPORT	WICC	600	1-D,500-N	MBS	Young	4	6	129	9	...	3	28	4	4	7	A	T ₁ A	
	WNAB	1450	250w	ABC	Burke-Stuart	5	...	80	5	3	2	11	3•	1	...	8	...	U		
DANBURY	WLAD*	800	250w-D	...	Indie Sales	42	1	1	1	14	2•	5	1	2	...	A		
HARTFORD	WCCC	1290	500w-D	...	Walker	55	32	...	2	7	U		
	WDRC*	1360	5kw	CBS	Raymer	10	...	6	3	21	...	6	1	U		
	WFMQ‡	93.7	20kw	...	GMB	3	52	1	...	5	N	...	
	WGTH	1410	5kw	A,M	H-R	5	...	30	11	...	2	5	2	6	1	U		
	WHAY	910	5kw	...	R. O'Connell	...	½	65	20	4	4	14	2•	38	...	U		
	WKNB	840	1kw-D	...	Bolling	34	½	7	1	6	x•	5	½	8	...	A	N	
	WTIC*	1080	50kw	NBC	Christal	7	2	33	4	8	3	20	3•	7	7	A	NS: W,Se	

CONNECTICUT (continued)

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS									
				Natl network	National rep	Network	Post- mid	Pop music	Concert	Folk	Relig	News	Sports	Home- making	Farm	Foreign	Negro	Services	
ERIEN	WMMW*	1470	1kw-D	Rambeau	13	3	7	1	1	2	8	1	UP
EW RITAIN	WHAY	(See HARTFORD)																	
	WKNB	(See HARTFORD)																	
EW IAVEN	WAVZ	1260	1kw-D	Forjoe	67	17	12	x	AP
	WELI	960	1kw	ABC	II-R	1	82	8	5	14	1*	3	4	UP
	WNHC*	1340	250w	NBC	Katz	x	55	8	1/2	3	15	5*	AP,INS
EW OONDON	WNLC	1490	250w	MBS	1	59	9	8	2	38	4	5	1/2	3	UP
RYALK	WNLK	1350	500w	McGillvra	90	10	1	7	x*	12	1
RYCH	WICH	1310	1kw	Webb	1/4	64	12	7	6	16	8*	5	1	5	INS,UP;W
ITM	WPCT	1350	1kw-D	x	70	7	6	4	11	2*	3	2	5	UP;W
AMORD	WSTC*	1400	250w	ABC	Everett-McK	7	56	4	2	5	23	6*	3	4	UP;LW
RRINGTON	WLCR	990	1kw-D	Bogner & Martin	10	7	4	2	7	3*	10	4	7	UP;Se
	WTOR	1490	250w	ABC	Rambeau	AP
AT BURY	WATR	1320	1kw	ABC	Burke-Stuart	7	39	5	7	6	18	5*	6	6	12	UP
	WBRY	1590	5kw	CBS	Avery-Knodel	10	45	6	4	15	2	5	1/2	AP;W
	WWCO	1240	250w	MBS	McGillvra	6	60	4	6	2*	3	3	AP

INFORMATION: Bristol, WBIS; Middletown, WCNX.

DELAWARE

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS											Services
						Network	Post- mid	Pop music	Concert	Folk	Relig	News	Sports	Home- making	Farm	Foreign	Negro		
DEL	WDOV	1410	1kw-D	-----	Rambeau	-----	-----	24	8	9	4	12	3•	3	14	-----	-----	AP;W	
DELRICHTOWN	WJWL	900	1kw-D	-----	Zimmer	-----	-----	35	3	15	8	23	10•	1½	22	-----	-----	AP	
DELFORD	WKSJ	930	500w-D	-----	-----	-----	-----	25	17	13	6	10	3	6	3	-----	-----	UP;LW	
DELMINGTON	WAMS	1380	1kw	-----	Zimmer	-----	1½	105	3	-----	2	9	4•	3	½	-----	21	AP;A.T	
	WDEL*	1150	5kw	NBC	Meeker	-----	9 1½	9	2	2	3	13	2•	2	2	-----	-----	UP;T	
	WILM	1450	250w	ABC	Bolling	-----	3 2	49	6	-----	7	14	4•	3	-----	-----	14	UP;W	
	WTUX	1290	500w-D	-----	Best	-----	-----	66	1	-----	3	4	1•	-----	-----	-----	-----	AP;T	

DISTRICT OF COLUMBIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post- mid	Pop music	Concert	Folk	Relig	News	Sports	Home- making	Farm	Foreign	Negro	Services	
WASHINGTON	WARL*	780	1kw-D							77	1	9				2†		UP	
	WASH‡	97.1	15kw	MBS		2		50	10	3	3	5	1	1		5			
	WEAM	1390	5kw		McGillvra			100		6	10	7	2					AP	
	WFAN‡	100.3	20kw		United														
	WGAY	1050	1kw-D		Indie Sales			52	3	6	1	6	2	2	2	1½		AP	
	WGMS*	570	5-D,1-N		T. Clark; GMB			4	85	2	2	9		4				A	
	WINX	1600	1kw		United		1½	35	9	89		10	x•		2			UP	
	WMAL*	630	5kw	ABC	Katz		4	1	63	7		10	13	3	1			AP	
	WOL*	1450	250w		Gill-Perna			98	3		3	10	2	2				6	UP
	WOOK*	1340	250w		United		1	3	x			20	11		5			154	INS
	WPIK	730	1kw-D		Webb			50	10		14	8	1•				2	1	AP
	WRC*	980	5kw	NBC	NBC Spot		x	1	25	9		2	13	2•	4	½			All: T
	WTOP*	1500	50kw	CBS	CBS Radio Spot		10	6	25	31	2	3	17	2•	2	¼			All
WUST*	1120	250w-D		Forjoe				60			22	9	3	18			84	UP	
WWDC*	1260	5kw	MBS	Blair		3	6	122	4		5	22	2•				12	AP,UP; LW,T,W	

ABCs:

* am-fm station
‡ fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
... category unclaimed



SOLD ON WARL: (left to right) Jim Matthews, owner of Tops Restaurant, and George Henning, WARL Director of Sales, look over Tops' newly signed contract for 1956.



SOLD ON WARL: (left to right) Erle Kirby, president of Kirby Dodge-Plymouth dealership, discusses advertising plans for the coming year with WARL's George Henning.



SOLD ON WARL: (left to right) Tom Blow Sales Manager; Louis Graves, President John Harper, Assistant Manager, work up Charles Schnieder Baking Company WARL promotion plans.



SOLD ON WARL: (left to right) Stan Barkley, Epstein Advertising Agency Account Executive; Buddy Cohen, Used Car Sales Manager, watch E. M. Kupersmidt, President of Coast-in Pontiac sign WARL 1956 contract.



SOLD ON WARL: (left to right) Arthur Clarendon Smith, President of Smith's Transfer & Storage Company, looks over 1956 advertising plans for WARL as Courtland D. Ferguson, ad agency head, looks on.



SOLD ON WARL: (left to right) Alvin Ehrlich of Kal, Ehrlich & Merrick advertising agency, and Leon Cherner, Cherner Motor Co., complete plans for 4th straight year on WARL.



SOLD ON WARL: (left to right) Luther S. Briggs, Secretary-Treasurer of Briggs Meats and Ice Cream Companies, and Account Executive Bill Mullett of Kal, Ehrlich & Merrick, discuss ad plans.



SOLD ON WARL: (left to right) Kal, Ehrlich & Merrick Account Executive Bill Mullett, and C. T. Lindsay, Capitol Cadillac and Oldsmobile executive, plot WARL advertising plans.



SOLD ON WARL: (left to right) Bill Waring, WARL Account Executive; M. H. Burchell, President of Alexandria Dairy (Virginia's largest); and Uncle Bud Ward of Bud Ward Advertising, hold campaign meeting.



SOLD ON WARL: (left to right) Mr. and Mrs. Jos. J. Fuschini, co-owners of Progressive Cleaners, and Bill Waring, WARL Account Executive, plan advertising on WARL for the coming year.

W

outgrossed every
the Washington

WARL • the favorite for
music and local news
5232 Lee Highway, Arlington, Va.
Kenmore 6-9000

these local advertisers buy radio by results not by ratings alone!

The men who know this market like the palm of their hand just don't hand out orders without getting tangible results. Local advertiser and agency experience means more than all the ratings ever published.

... that's why

WARL

the independent radio station in
market for 4 straight years!

**AND REMEMBER—you get the same
impact in Norfolk on WCMS**

Plume & Granby Sts., Norfolk, Va.—Madison 5-0525



SOLD ON WARL: (left to right) J. Bach, manager of Sterling Optical Co., and Stan Barkley, Epstein ad agency account executive huddle over new WARL contracts.



SOLD ON WARL: (left to right) Mr. and Mrs. Diamond, co-owners of Eagle Wine & Liquor Store; Paul Lynn Heller, ad agency head; and A. F. Weinstein, store manager, look over their renewed contract.



SOLD ON WARL: (left to right) George Crump, WARL commercial manager, shakes hands with Paul Ryles, Pepsi-Cola manager, on signing a new contract with WARL.



SOLD ON WARL: (left to right) Andrew Auth, sales manager and Tony Auth, President of Auth's Inc., talk over their well-known meat products with George Henning, WARL Director of Sales.



FLORIDA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop musle	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
BELLE GLADE	WSWN	900	1kw-D	-----	Stars National	-----	---	20	4	14	---	x	---	---	3	---	---
BRADENTON	WTRL	1490	250w	-----	Best	-----	---	71	7	9	---	x	x*	2	1	---	---
CHIPLEY	WBGC	1240	250w	-----	-----	-----	---	20	3	40	20	8	8*	5	14	---	---
CLEARWATER	WTAN	1340	250w	-----	McGillvra	-----	---	100	16	---	4	14	15*	5	1/2	---	1/2
COCOA	WKKO	860	1kw-D	-----	Best	-----	---	42	14	24	7	14	3*	2	2	---	5
CORAL GABLES	WVCG	1070	1kw-D	-----	T. Clark; GMB	-----	---	2	57	1/2	4	8	x	4	x	---	---
CRESTVIEW	WCNU	1010	1kw-D	KBS	-----	-----	---	20	4	30	10	7	x	---	2	---	---
DADE CITY	WDCF	1350	1kw-D	-----	-----	-----	---	15	2	15	3	5	2	2	---	---	---
DAYTONA BEACH	WNDB*	1150	1kw	MBS	Perry	2	1/2	72	19	2	1	11	4	6	---	---	---
DE LAND	WJBS	1490	250w	NBC	Cooke	6	---	15	15	1	4	21	2*	---	3	---	---
DELRAY BEACH	WDBF	1420	500w-D	-----	-----	-----	---	44	1/2	3	4	1	6*	x	1	---	6
FERNANDINA BCH.	WFBF	1570	250w-D	KBS	-----	-----	---	55	2	36	3	7	3*	2	---	---	6
FT. LAUDERDALE	WFTL	1400	250w	-----	Sears & Ayer	-----	---	70	2	9	4	12	6	---	---	---	20
	WWIL	1580	1kw	-----	Webb	---	6	x	x	---	---	x	x	---	---	---	---
FT. MYERS	WINK	1240	250w	C,K	Cooke	x	---	42	5	2	6	24	3*	---	2	---	---
FORT PIERCE	WARN	1330	1kw-D	-----	Continental	---	---	50	1	10	2	2	1/2	3	3	---	11
	WIRA	1400	250w	NBC	-----	6	---	43	7	---	5	15	x*	6	2	---	x
FT. WALTON BCH.	WFTW	1260	1kw-D	-----	-----	---	---	72	6	---	1	8	2	---	---	---	---
GAINESVILLE	WDVH	980	5kw-D	-----	Thos. Clark	---	---	31	---	18	6	9	2*	---	2	---	6
	WGGG	1230	250w	A,K	Best	9	---	36	12	8	5	15	4*	4	---	---	5
	WRUF	850	5kw	MBS	Burn-Smith	4	---	58	12	6	7	16	3*	4	4	---	3
HAINES CITY	WGTO	540	10kw-D	-----	Weed	---	---	130	2	---	2	7	2	x	2	---	---
HOLLYWOOD	WGMA	1320	500w-D	KBS	Best	---	---	42	---	19	4	2	2	3	---	---	7
JACKSONVILLE	WJHP*	1320	5kw	MBS	Perry	3	---	61	34	---	3	11	1/2	---	---	---	---
	WMBR*	1460	5kw	CBS	CBS Radio Spot	10	---	72	---	---	4	13	2*	1	1	---	---
	WOBS	1360	1kw-D	---	Stars National	---	---	---	---	26	17	2	---	---	1/2	---	44
	WPDQ	600	5kw	ABC	V.R.&McC	5	---	42	4	15	3	8	4	4	---	---	---
	WRHC	1100	250w	-----	-----	---	1	27	4	33	19	---	---	---	---	---	36
JACKVILLE BCH.	WJVB	1010	1kw-D	---	Best	---	---	65	6	---	1	14	3	3	---	---	---
KISSIMMEE	WRWB	1220	250w-D	KBS	-----	---	---	29	1	17	5	7	---	---	---	---	1
LAKE CITY	WDSR	1340	250w	-----	-----	---	---	58	13	7	7	x	3	6	1	---	---
LAKELAND	WLAK	1430	5-D,1-N	NBC	Pearson	6	---	56	22	14	5	7	1/2	---	2	---	1/2
	WONN	1230	250w	MBS	Cooke	3	---	80	---	8	4	15	2*	5	x	---	3
LAKE WALES	WIPC	1280	1kw-D	KBS	-----	---	---	30	6	8	4	14	2*	5	---	---	---
LEESBURG	WLBE	790	1kw	MBS	Best	3	---	9	---	3	7	8	1*	1	1/2	---	---
LIVE OAK	WNER	1250	1kw-D	KBS	Best	---	---	14	2	22	14	9	1/2	2	3	---	4
MARIANNA	WTYS	1340	250w	MBS	-----	4	---	14	1	7	2	7	2	---	---	---	---
MIAMI	WFEC	1220	250w-D	-----	Rambeau	---	---	39	---	---	3	2	---	---	---	---	71
	WGBS*	710	50-D,10-N	CBS	Katz	7	1	38	2	---	5	9	1	2	---	---	1/2
	WINZ	940	50kw	-----	Raymer	---	2	140	---	---	---	3	---	---	---	---	---
	WIOD*	610	5kw	NBC	Hollingbery	x	2	38	4	3	3	21	4	2	---	1/2	---
	WMIE	1140	10kw	-----	Stars National	---	---	18	5	24	47	5	1	x	1	13	19
	WOAM*	560	5-D,1-N	ABC	Blair	7	2	60	9	1	4	19	5*	2	1/2	---	---
	WVCG	(See CORAL GABLES)															
	WWPB*	1450	250w	-----	Walker	---	6	54	5	54	7	2	---	---	---	15	18
MIAMI BEACH	WAHR*	1490	250w	-----	Indie Sales	---	6	154	---	---	---	11	x	---	---	---	---
	WLRD†	93.9	13kw	---	Indie Sales	---	2	---	119	---	---	---	---	---	---	---	---
	WMBM	800	1kw-D	-----	Gill-Perna; D-C	---	---	6	---	50	32	2	2*	---	---	---	85
MILTON	WEBY	1330	1kw-D	MBS	-----	---	---	36	10	15	14	6	---	1/4	1	---	2
NAPLES	WNOG	1270	500w-D	-----	Best	---	---	21	14	10	6	8	2	2	1	---	---
NEWSMYRNA BCH.	WSBB	1230	250w	KBS	-----	---	---	35	6	20	1	12	3	---	---	---	7
OCALA	WMOP	900	1kw-D	---	Dora-Clayton	---	---	56	6	24	10	2	4	2	2	---	7
	WTMC	1290	5-D,1-N	NBC	Perry	8	---	36	12	7	5	16	2*	1	7	---	3
ORLANDO	WABR	1440	1kw-D	-----	Rambeau	---	---	42	5	30	5	7	x	3	---	---	16
	WDBO*	580	5kw	CBS	Blair	x	1/4	28	10	5	5	15	5	3	1	---	---
	WHOO*	990	10kw	ABC	Forjoe	4	---	52	16	13	6	13	6*	2	2	---	15
	WLOF	950	5kw	-----	Gill-Perna	---	1	112	---	2	3	16	4*	---	---	---	---
	WORZ	740	5kw	M,N	Pearson	x	---	30	---	15	10	6	1	1	3	---	1
PALATKA	WWPF	1260	500w	KBS	-----	8	---	40	12	16	10	14	x	1/4	2	---	6

SYMBOLS:

* am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unclassified
--- category claim

FLORIDA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS											Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro				
MIAMI BEACH	WWPG	1340	250w	ABC	Stars National	6	2	65	9	12	10	12	3•	5	1	UP;A,T			
MIAMI CITY	WDLP*	590	1kw	NBC	Perry	9	...	10	2	8	8	15	2•	2	1	UP			
	WPCF	1400	250w	A,M	Devney	7	...	45	5	10	12	14	7•	5	1/4	...	5	AP;T			
MIAMI BEACH	WBSR	1450	250w	CBS	V.R.&McC	8	...	44	18	12	3	10	3	1	AP			
	WCOA	1370	5kw	NBC	Perry	5	...	33	13	...	4	13	3•	3	1/2	...	3	UP;LW			
MIAMI CITY	WPLA	1570	1kw-D	...	Best	31	8	27	9	3	3	5	7	...	1	St			
MIAMI CITY	WCNH	1230	250w	MBS	...	6	...	50	2	9	5	17	14•	6	6	...	8	UP;T			
MIAMI CITY	WFOY	1240	250w	CBS	W. S. Grant	8	...	30	8	2	5	8	4•	x	3	UP;W			
	WSTN	1420	1kw-D	...	Indie Sales	33	4	25	3	8	2	2	1	...	10	AP;T			
PETERSBURG	WPIN	680	1kw-D	...	Walker	70	11	...	2	1/2	1/2	...	1	AP			
	WSUN	620	5kw	ABC	V.R.&McC	6	...	53	2	8	9	13	1	UP;A,W			
	WTSP*	1380	5kw	MBS	Forjoe	1	6	82	7	12	12	11	22•	6	6	...	10	INS,UP;LW,St			
PORT JEFFERSON	WTRR	1400	250w	KBS	60	12	16	1	10	3•	...	1	...	7	UP			
PORT JEFFERSON	WKXY	1540	1kw-D	...	Thos. Clark	65	5	3	...	2	x•	AP;LW,W			
	WSPB	1450	250w	CBS	Pearson	8	1/2	29	16	1/2	4	16	3•	3	UP;T			
PORT JEFFERSON	WSTU	1450	100w	K,M	...	x	...	63	2	...	1	17	2•	...	1/2	...	2	...			
PORT JEFFERSON	WMEN	1330	1kw-D	...	Dora-Clayton	51	...	29	5	10	x•	2	2	...	12	UP			
	WTAL*	1270	5kw	CBS	Meeker	9	...	50	4	...	4	11	2	5	2	AP			
	WTNT	1450	250w	A,M	McGillvra	7	1	16	10	...	15	39	6•	4	1	UP;T			
PORT JEFFERSON	WALT	1110	1kw-D	...	Stars National	35	...	28	5	1	2	...	1/2	18	...	AP			
	WDAE*	1250	5kw	CBS	Katz	6	...	47	7	2	6	12	10•	3	2	...	1/2	AP;A			
	WEBK	1300	1kw-D	24	4	24	1	12	7	...			
	WFLA*	970	5kw	NBC	Blair	9	...	21	7	5	...	18	3	3	3	AP;T			
	WHBO	1050	250w-D	67	7	7	1	AP			
	WIOK	1150	1kw-D	...	McGillvra	7	8	4	...	4	90	AP			
	WPIN	(See ST. PETERSBURG)																			
	WSUN	(See ST. PETERSBURG)																			
	WTSP	(See ST. PETERSBURG)																			
PORT JEFFERSON	WDCL	1470	5kw-D	12	24	2	15	14	2	6	2	1/2	1/2	AP;Se,W			
PORT JEFFERSON	WNTM*	1370	1kw-D	MBS	Pearson	6	...	36	1	12	7	10	3•	1	1	...	1	INS;A			
PALM BEACH	WEAT	850	1kw	NBC	H-R	6	...	65	11	...	3	26	2	3	...	1/2	...	UP			
	WIRK	1290	5-D,1-N	MBS	Cooke	...	1	39	4	15	1/2	10	4	12	AP;A			
	WJNO	1230	250w	CBS	Meeker	9	1	x	4	...	1	23	5	4	AP;LW,W			
	WWPG	(See PALM BEACH)																			
PORT JEFFERSON	WSIR	1490	250w	MBS	Devney	5	...	47	4	17	7	18	4•	2	2	...	5	AP			
PORT JEFFERSON	WABR	(See ORLANDO)																			

NOTATION: Bartow, WBAR; Crestview, WJSB; Daytona Beach, WMFJ, WRD; De Funiak Springs, WFNH; Eustis, WLCO; Fort Myers, WMYR; Jacksonville, WJAX, WQIK; Key West, WKWF; Melbourne, WMMB; Miami Beach, WKAT; Pensacola, WEAR, WPFA; Perry, WPRY; Sebring, WJCM; Tampa, WPKM-FM; West Palm Beach, WTTB.

GEORGIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
ANY	WGPC	1450	250w	CBS		11		35	11		6	16	2*	3	2			UP;T		
	WJAZ	1050	1kw-D		Forjoe			21		32	13	7	2*				21	UP		
ATLANTA	WDEC	1230	250w	M,K	Indie; D-C	5		91	20	15	4	9	3	1	1		5	AP		
	WGAU*	1340	250w	CBS		10		29	6	1	8	20	2	4	1			AP		
ANY	WRFC	960	1kw		Forjoe		½	53	20	17	10	11	12*	1	3		4	UP;W		
	WAGA*	590	5kw	CBS	Katz	10	1	31	6	3	7	23	2*	2	2			AP;ST		
	WAKE*	1340	250w		McGillvra			90			12	1				1	36	LW		
	WAOK	1380	5kw		Forjoe		2	122			49	x		3			149	UP		
	WEAS	1010	50kw-D		Stars National					30	16	3					10	UP		
	WERD	860	1kw-D		Interstate			47	6	3	8	1	2*	3			86			
	WGKA*	1600	1kw-D					14	104			x						UP;Se		
	WGLS	970	1kw-D		H-R			45			19	x	1		12	1	8	UP;St		
	WGST	920	5kw	ABC	Avery-Knodel	4	1	14		1		x	5*	3				AP		
	WQXI	790	5kw	MBS	Gill-Perna	x	1	89	1	6		14	16*					UP;St		
	WSB*	750	50kw	NBC	Petry	12	6	65		10	3		1*		6			AP,UP		
	WTJH	1260	5kw-D							90	8	x						UP		

GEORGIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								Notes
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
AUGUSTA	WAUG*	1050	1kw-D	-----	Interstate	---	---	29	---	24	4	3	1	---	1	---	45	A
	WBBQ	1340	250w	MBS	Everett-McK	3	1	105	12	-	8	4	5	-	-	-	9	A
	WBIA	1230	250w	NBC	Pearson	9	1	31	---	12	3	10	---	3	1	---	6	U
	WGAC	580	5-D,1-N	ABC	Avery-Knodel	7	---	50	7	17	8	21	4	5	4	1	1	U
	WRDW	1480	5kw	CBS	Headley-Reed	x	---	20	---	15	3	18	7*	6	2	-	2	A
BAINBRIDGE	WMGR	930	5kw-D	-----	Webb	---	---	32	2	25	15	13	x*	8	8	-	7	A
BAXLEY	WHAB	1260	5kw-D	-----	-----	---	---	27	5	20	2	31	2*	2	4	---	7	U
BRUNSWICK	WMOG	1490	250w	M,K	Indie Sales	3	1/4	50	8	25	9	19	20	1	1/2	-	6	U
CAIRO	WGRA	790	1kw-D	A,K	Indie Sales	2	---	45	---	35	15	6	x*	1	1	-	7	U
COLUMBUS	WCLS	1580	1kw-D	-----	Thos. Clark	---	---	1	---	25	30	x	---	---	x	---	25	U
	WDAK	1340	250w	NBC	Headley-Reed	5	1	25	3	26	10	13	6*	---	1/2	-	20	A
	WGBA	1270	5kw-D	-----	Forjoe	---	---	46	---	12	18	9	1*	---	1	---	20	A
	WPNX	1160	1kw	A,M	-----	x	---	7	---	40	20	4	---	1	4	---	21	-
	WRBL*	1420	5kw	CBS	Hollingbery	x	1	50	2	1	3	13	1*	3	1/4	---	---	A
CORNELIA	WCON	1450	250w	-----	Indie Sales	3	---	31	7	40	14	4	1*	1	3	-	4	U
COVINGTON	WGFS	1430	1kw-D	KBS	Sears & Ayer	---	---	32	---	13	---	7	2*	---	3	-	8	U
DALTON	WBLJ	1230	250w	M,K	-----	7	---	31	2	16	15	17	7*	---	5	---	---	A
	WRCD	1430	1kw-D	-----	Dora-Clayton	---	---	10	---	38	10	2	2	---	5	---	---	U
DECATUR	WEAS	(See ATLANTA)																
	WGLS	(See ATLANTA)																
DOUGLAS	WDMG	860	1kw-D	-----	Dora-Clayton	---	---	22	3	8	5	1	x*	6	9	-	3	U
DUBLIN	WLMT	1330	1kw-D	M,K	-----	3	---	35	---	20	10	12	x*	1	2	---	7	U
EAST POINT	WTJH	(See ATLANTA)																
FITZGERALD	WBHB	1240	250w	MBS	-----	5	---	43	3	21	6	10	3*	3	6	---	2	A
FORT VALLEY	WFPM	1150	1kw-D	KBS	Indie Sales	---	---	4	1	4	9	2	4*	---	2	-	9	U
GAINESVILLE	WDUN*	1240	250w	ABC	Indie Sales	---	---	48	11	21	7	10	5*	3	4	---	3	A
	WGGA	550	5kw	MBS	-----	3	---	34	2	32	8	17	10*	2	-	---	1/4	U
GRIFFIN	WHIE	1320	1kw-D	-----	Dora-Clayton	---	---	32	2	31	15	2	6*	3	2	-	12	U
	WKEU*	1450	250w	K,M	-----	---	---	---	---	---	---	---	---	---	---	---	---	-
JESUP	WBGR	1370	1kw-D	KBS	-----	---	---	35	7	15	8	4	7*	2	4	-	3	C
LAFAYETTE	WLFA	1590	5kw-D	KBS	Best	---	---	29	7	13	10	7	4*	1	1/2	-	---	U
LA GRANGE	WLAG*	1240	250w	M,K	Indie Sales	6	---	44	5	22	3	12	14*	3	1	---	6	U
	WTRP	620	1kw-D	-----	McGillvra	---	---	28	6	14	14	10	4	3	3	---	8	A
MACON	WBML	1210	250w	-----	Forjoe	---	1	88	---	30	4	10	x*	5	---	---	31	A
	WIBB	1280	1kw-D	-----	Walker	---	---	x	---	x	14	---	---	---	2	---	26	-
	WNEX	1400	250w	A,M	Branham	6	1	100	2	---	10	20	3*	1	1/2	-	---	A
MADISON	WMGE	1250	1kw-D	-----	-----	---	---	22	4	28	x	x	---	6	x	---	6	U
MILLEDGEVILLE	WMVG	1450	250w	M,K	-----	7	---	30	7	7	8	11	---	---	---	-	1	U
MONROE	WMRE	1490	250w	KBS	-----	---	---	42	12	44	8	7	4*	6	4	-	6	A
MOULTRIE	WMGA	1400	250w	A,M	Everett-McK	5	---	55	6	9	20	14	x	1	4	---	---	U
NEWMAN	WCOH*	1400	250w	MBS	-----	5	---	30	6	11	11	20	12*	1	2	---	2	A
ROME	WLAQ	1410	1kw	ABC	-----	7	---	52	6	5	10	14	3*	---	---	---	14	A
	WRGA	1470	5kw	MBS	Walker	4	---	44	4	5	6	18	8*	6	6	---	---	U
	WROM	710	1kw-D	-----	McGillvra	---	---	20	24	25	5	8	x*	---	2	-	---	U
SAVANNAH	WCCP	1450	250w	MBS	Walker	6	---	45	---	3	10	12	1*	---	2	-	12	U
	WFRP	1230	250w	A,K	Everett-McK	8	---	53	12	14	3	12	4	1/2	-	---	---	A
	WJIV	900	1kw-D	-----	Stars National	---	---	---	---	16	10	5	---	1/2	2	---	41	A
	WSAV*	630	5kw	NBC	Blair	7	---	36	12	13	5	15	1/2*	1	5	---	7	A
	WTOC	1290	5kw	CBS	Avery-Knodel	9	1/4	20	14	9	7	15	1	1	1	---	---	U
STATESBORO	WWNS	1240	250w	M,K	-----	4	---	---	---	---	---	---	---	---	---	---	---	U
SUMMERVILLE	WGTA	950	1kw-D	-----	Stars National	---	---	29	4	25	22	12	5*	---	2	---	---	C
SWAINSBORO	WJAT*	800	1kw	-----	-----	---	---	39	7	38	8	1	x*	5	2	---	3	U
THOMASVILLE	WKTG	730	1kw-D	-----	Thos. Clark	---	---	32	2	---	3	10	6*	---	2	-	---	A
	WPAX	1240	250w	-----	-----	---	---	51	4	17	12	9	2*	---	1/2	---	7	U
THOMSON	WTWA	1240	250w	M,K	-----	7	---	36	---	18	6	6	3*	---	5	---	---	U
TIFTON	WWGS	1340	250w	MBS	Thos. Clark	9	---	30	10	---	---	12	3*	---	---	-	5	U
TOCCOA	WLET*	1420	5kw-D	M,K	Thos. Clark	x	---	15	11	18	17	15	3*	---	3	-	---	U
VALDOSTA	WGAF	910	5kw	ABC	Pearson	5	---	33	3	1	2	13	2*	1/2	3	---	1/2	C
	WGOV	950	5kw	MBS	Stars National	x	---	37	---	23	8	14	6*	---	2	-	12	U
WARNER ROBINS	WRPB	1350	1kw-D	-----	Thos. Clark	---	---	50	2	9	9	10	6*	10	3	-	5	---
WAYCROSS	WACL	570	1kw	-----	Thos. Clark	---	---	44	6	42	21	13	6*	3	1	-	9	U
	WAYX	1230	250w	M,K	Holman	6	---	43	6	29	10	17	3*	1	2	---	6	U

SYMBOLS: { * am-fm station
 { ‡ fm station

D—daytime power
 N—night power

* local sports covered
 † Mex. Amer. included

x figure unprecise
 --- category unclear

GEORGIA (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
AYESBORO	WBRO	1310	1kw-D	KBS				36	4	22	8	2	3*	1	1		9	UP
ESTPOINT	WRLD*	1490	250w		Thos. Clark			30		15	11	12	1*		1/4			AP;T
INER	WIMO	1300	1kw-D		Best			26	3	36	12	12	2*	1	2		3	UP

INFORMATION: Adel, WAAG; Albany, WALB; Brunswick, WGIG; Calhoun, WCGA; Camilla, WCLB; Carrollton, WLBB; Cartersville, WBHF; Cedartown, WGAA; Cordele, WJAM; Dawson, WDWD; Elberton, WSGC; Hartwell, WKLY; Hawkinsville, WCEH; Macon, WMAZ; Marietta, WFOM; Moultrie, WMTM; Savannah, WDAR; Sylvania, WTL; Thomaston, WSFT; Valdosta, WJEM; Vidalia, WVOP; Washington, WKLE.

IDAHO

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ACOOT	KBLI	1490	250w					70	11	12	2	16	4*	3	3			AP
E	KBOI	950	5kw	CBS	Free & Peters	10		40	8	6	4	16	4*	2	3	1/2		UP;W
	KGEM	1140	10kw	ABC	Avery-Knodel	5	6	98	3	43	2	10	6*		2			UP
	KIDO	630	5kw	NBC	Blair	6		70	10	2	4	17	x*		3			UP
DELL	KCID	1490	250w		Oakes			61	2	46	2	11	4*	1	15			AP;C
ANEVILLE	KORT	1230	250w					62	7	18	3	10	3*	6	6			AP;LW
W FALLS	KID	590	5-D,1-N	CBS	Gill-Perna	x		27	2	1	3	15	6*		2			UP;W
	KIFI	1400	250w	A,M	Avery-Knodel	10		21	7	3	4	9	7*	1	3			AP;St
WSON	KLER	1300	5-D,1-N		McGillvra			50		14		7	x		2			AP
	KRLC	1350	5kw	MBS	Forjoe	5		30	7	2	10	45	4*	1	10			UP;T
SCN	KRPL	1400	250w	KBS			1	54	9	8	5	13	9*	5	7			AP
MP	KFXD	580	5kw	MBS	Avery-Knodel	3		27	4	27	13	20	7*	2	5	1†		UP;LW
CA' LLO	KSEI*	930	5kw	NBC	Weed	8		x			6	27	3	1/2	8			UP;T
	KWIK	1240	250w	C,M,K	Avery-Knodel	x		48	9	12		20	x*					C,W
ESTN	KPST	1340	250w	KBS	Continental			52	15	9	5	1	1*	1	2			UP;A
BLG	KRXK	1230	250w					54	9	13	4	15	5*	5	8			AP
PER	KAYT	970	1kw-D					50	8	4	2	9	3*		3			UP;C
NDINT	KSPT	1400	250w	KBS	Continental			35	9	6	2	14	2*	2	3			AP;St,LW
IN ALLS	KEEP	1450	250w		Gill-Perna		1	38	21		5	x	5*		4			UP
	KLIX	1310	1kw	A,M	Avery-Knodel	3	1	62	8	13	1/2	18	8*	3	x			AP;A,C, McG
	KTFI	1270	5-D,1-N	NBC	Weed	8		50	4	4	5	23	1	1	2			LW,W
USE	KWEI	1240	250w					79	9	3	4	13	3	1/4	2			UP;C

INFORMATION: Burley, KBAR; Coeur D'Alene, KVNI; Wallace, KWAL.

ILLINOIS

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
TOP	WOKZ	1570	1kw-D		Sears & Ayer			65		6	4	11	3*	2	2			UP
LE'VILLE	WIBV	1260	1kw-D		Indie Sales			20		20	10	2	2*	x	3		2	AP
DOANGTON	WJBC	1230	250w	ABC	Sears & Ayer			22	15	12	9	x	12*	6	4			UP;T,W
PO	WKRO	1490	250w		Pearson			34	1	5	6	19	7*	2	2		1	UP
NTCI	WBYS*	1560	250w					30	6	3	3	8	2	3	4			AP;Se,T
RBCDALE	WCIL	1020	1kw-D					30	4	19	3	3	5*	4	6			AP
RM	WROY*	1460	1kw-D	KBS	Sears & Ayer			24	2	9	4	15	3*	1/2	4			UP;T
TRLIA	WCNT*	1210	1kw-D					47	17	20	6	13	4*	2	2			UP;LW
MAIGN	WDWS*	1400	250w	CBS	Meeker	8		28	3	3	6	14	x*	2	4			UP;W
ARISTON	WEIC	1270	1kw-D	KBS				51	3	8	3	5	1*	2	6			INS;LW
CAO	WAAF	950	1kw-D		Young			63			3	5	3		1/2		14	UP
	WBBM*	780	50kw	CBS		8	6	29	37		1	20	8*	3	3			All;A
	WBEE	(See HARVEY)																
	WCFL	1000	50kw		Burke-Stuart		6											AP,UP;St
	WEAW	(See EVANSTON)																
	WEDC	1240	250w				6	36	24		1/2	5				16		UP
	WFMF†	100.3	33kw			2	2	144	21		2	1						UP;T,St,C, LW
	WFMT†	98.7	28kw				1		70	2								
	WGES	1390	5kw				1	52	5	64	12	18				49†	67	UP
	WGN	720	50kw	MBS	Hollingbery	3	1	73	4		4	20	2*	2	5		7	All
	WIND	560	5kw		AM Radio Sales		6	140			1	12	13*					AP,UP;St
	WJOB	(See HAMMOND, IND.)																
	WLS	890	50kw	ABC	Blair	6		25	3	35	14	18	3	4	20			AP,UP
	WMAQ*	670	50kw	NBC	NBC Spot	9	1	30	12		2	5	2	7	1			All;T
	WOPA	(See OAK PARK)																

ABCs: { * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
... category unclaimed

ILLINOIS (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Serv
CHICAGO (cont.)	WSBC	1240	250w	-----	Stars National	-----	-----	8	-----	-----	6	-----	-----	3	-----	36	20	Se
	WTAQ	(See LA GRANGE)																
	WWCA	(See GARY, IND.)																
CLINTON	WHOW	1520	1kw-D	-----	Holman	-----	1/2	9	-----	70	18	5	11•	-----	3	-----	-----	AP;S
DANVILLE	WDAN	1490	250w	CBS	Everett-McK	-----	7	18	-----	-----	-----	9	2•	2	1	-----	-----	AP;T
	WITY	980	1kw	KBS	Burn-Smith	-----	-----	90	-----	6	3	11	2•	5	x	-----	-----	UP;V
DECATUR	WDZ	1050	1kw-D	-----	Free & Peters	-----	-----	102	3	30	6	3	6•	6	6	-----	-----	UP;T
	WSOY*	1340	250w	CBS	Weed	-----	6	-----	6	9	4	15	x•	2	x	-----	-----	AP
DE KALB	WLBK	1360	500w-D	-----	Sears & Ayer	-----	-----	37	2	5	4	10	1•	2	9	-----	-----	C,Co
DU QUOIN	WDQN	1580	250w-D	-----	McGillvra	-----	-----	42	-----	3	3	6	2•	-----	-----	-----	-----	UP
EAST ST. LOUIS	WTMV	1490	250w	-----	Bogner & Martin	-----	-----	48	29	15	10	6	3	-----	3	15	24	UP;S
EFFINGHAM	WCRA	1090	250w-D	KBS	-----	-----	-----	16	3	28	7	12	4•	3	10	-----	-----	UP
ELGIN	WRMN	1410	500w-D	-----	McGillvra	-----	-----	24	5	9	6	8	4•	1	2	-----	-----	UP
EVANSTON	WEAW*	1330	500-w	-----	GMB	-----	-----	9	80	-----	6	10	3•	5	-----	-----	2	UP;V
	WNMP	1590	1kw-D	-----	-----	-----	-----	26	80	-----	5	x	-----	-----	-----	-----	1/2	INS;T
FAIRFIELD	WFIW	1390	500w-D	KBS	Webb	-----	-----	28	1	8	8	7	3•	2	9	-----	-----	AP;S
GALESBURG	WGIL	1400	250w	-----	Rambeau	-----	-----	41	7	12	7	4	11•	1	5	1/2	-----	AP;S
HARRISBURG	WEBQ*	1240	250w	KBS	-----	-----	-----	51	6	8	11	12	4	1	2	-----	-----	UP
HARVEY	WBEE	1570	250w-D	-----	Zimmer	-----	-----	50	-----	-----	6	5	-----	-----	-----	-----	75	-----
HERRIN	WJPF	1340	250w	MBS	Pearson	-----	5	40	6	16	5	13	7•	x	2	-----	-----	UP;V
JACKSONVILLE	WLDS*	1180	1kw-D	-----	Holman	-----	-----	55	2	7	9	5	10•	3	7	-----	-----	AP;V
JOLIET	WJOL	1340	250w	-----	Rambeau	-----	1	x	3	6	6	14	2•	1	2	3	-----	UP;V
KANKAKEE	WKAN	1320	1kw-D	-----	Sears & Ayer	-----	-----	53	-----	8	1/2	14	4•	4	3	-----	-----	AP;S
KEWANEE	WKEI	1450	100w	-----	Best	-----	-----	71	11	6	3	14	6•	3	3	-----	1	AP;L
LA GRANGE	WTAQ	1300	500w	-----	Gill-Perna	-----	2	68	12	28	5	3	4•	-----	-----	-----	30	LW
LA SALLE	WLPO	1220	250w	-----	-----	-----	-----	10	18	6	1	10	3	3	5	-----	-----	AP
LINCOLN	WPRC	1370	500w-D	-----	-----	-----	-----	37	2	12	5	10	3	3	8	-----	-----	AP;L
LITCHFIELD	WSMI	1510	1kw-D	-----	Best	-----	-----	-----	-----	-----	-----	x	-----	3	9	-----	-----	AP;V
MACOMB	WKAI	1510	250w-D	-----	-----	-----	-----	25	12	6	1	10	2•	1	4	-----	-----	UP;L W
MARION	WGGH	1150	500w-D	-----	Sears & Ayer	-----	-----	75	-----	-----	6	5	2	-----	1	-----	-----	AP;A
MATTOON	WLBH*	1170	250w-D	-----	Holman	-----	-----	24	14	12	3	18	12•	3	5	-----	-----	St
METROPOLIS	WMOK	920	1kw-D	-----	Holman	-----	-----	40	10	21	11	13	11•	4	8	-----	4	UP;A
MOLINE	KSTT	(See DAVENPORT, IOWA)																
	WQUA	1230	250w	ABC	Hollingbery	-----	3	1	80	8	9	4	17	10•	2	-----	1/2	AP
	WHBF	(See ROCK ISLAND)																
	WOC	(See DAVENPORT, IOWA)																
MT. CARMEL	WVMC	1360	500w-D	-----	Best	-----	-----	35	3	8	7	11	4•	2	6	-----	-----	UP
MT. VERNON	WMIX*	940	1kw-D	-----	Pearson	-----	-----	54	7	3	7	12	15•	7	15	-----	-----	AP;V
OAK PARK	WOPA*	1490	250w	-----	Interstate; D-C	-----	6	-----	-----	50	-----	-----	-----	-----	-----	40	50	St
OLNEY	WVLN*	740	250w-D	-----	Holman	-----	-----	20	3	9	9	14	7•	1	2	-----	-----	UP;S
OTTAWA	WCMY	1430	500w-D	-----	Sears & Ayer	-----	-----	24	20	2	3	4	12•	-----	2	-----	-----	Se
PARIS	WPRS*	1440	500w-D	-----	-----	-----	-----	51	7	8	3	7	x•	1	12	-----	-----	AP;C
PEORIA	WEEK	1350	1kw	NBC	Headley-Reed	-----	7	52	-----	-----	-----	10	3	1	1	-----	-----	AP
	WIRL	1290	5kw	A.M	H-R	-----	3	65	6	6	3	14	15•	3	5	-----	-----	UP
	WMBD*	1470	5kw	CBS	Free & Peters	-----	8	1/2	41	-----	3	3	25	5•	5	11	-----	AP;U
	WPEO	1020	1kw-D	-----	Burke-Stuart	-----	-----	37	-----	19	11	12	x	-----	18	-----	-----	AP
QUINCY	KHMO	(See HANNIBAL, MO.)																
	WGEM*	1440	1kw	ABC	Avery-Knodel	-----	x	70	4	1	4	11	3•	-----	1	-----	-----	UP;V
	WTAD*	930	5-D,1-N	CBS	Weed	-----	x	32	5	3	9	12	x•	4	4	-----	-----	AP;U
ROCKFORD	WBEL	(See BELOIT, WISC.)																
	WROK*	1440	1-D,500-N	ABC	H-R	-----	7	44	-----	1	7	10	4•	-----	2	1	-----	AP;T
ROCK ISLAND	KSTT	(See DAVENPORT, IOWA)																
	WHBF*	1270	5kw	CBS	Avery-Knodel	-----	10	19	10	8	3	22	4•	1	1/2	-----	-----	UP;V T.I.
	WOC	(See DAVENPORT, IOWA)																
	WQUA	(See MOLINE)																
SPARTA	WHCO	1230	250w	-----	-----	-----	-----	65	1	20	6	4	7•	1	3	-----	3	UP
SPRINGFIELD	WCVS	1450	250w	ABC	Bogner & Martin	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	AP;S
	WMAY	970	1-D,500-N	NBC	Pearson	-----	6	34	3	17	4	19	8•	2	9	-----	-----	UP;T
	WTAX*	1240	250w	CBS	Weed	-----	7	1/2	32	12	1	4	18	x•	4	-----	-----	AP;V
STERLING	WSDR	1240	250w	-----	-----	-----	-----	42	42	14	10	10	10•	3	14	-----	-----	AP;C W
STREATOR	WIZZ	1250	500w-D	-----	Best	-----	-----	54	-----	3	3	3	2•	1/4	5	-----	-----	UP
TAYLORVILLE	WTIM	1410	1kw-D	-----	Continental	-----	-----	25	-----	12	3	16	6•	5	2	-----	-----	UP;T
URBANA	WKID	1580	250w-D	KBS	Pearson	-----	-----	58	-----	12	6	7	2•	3	-----	-----	4	UP
WEST FRANKFORT	WFRX	1300	1kw-D	-----	Indie Sales	-----	-----	30	4	14	9	2	1	1	1	-----	-----	UP

NO INFORMATION: Aurora, WMRO; Carthage, WCAZ; Chicago, WAIT, WCRW, WJJD, WNIB, WSEL; Cicero, WHFC; Effingham, WSEI; Elmwood Park, WLEY; F
 WFLR; Harvard, WMCW; Murphysboro, WINI; Pekin, WSIV; Pittsfield, WBBA; Rockford, WRRR; Waukegan, WKRS; Zion, WCBD.



When a small taste provokes a Big Bite!

A small taste provokes a big bite when it meets the demand for great expectations . . . like the buck spent for audience that more than repays the advertiser. A small taste of Keystone will whet your appetite—for the expectation of really great audience reaction is justified—and it has happened to advertisers in almost every category.

Sample Bite: KBS covers more than 25,000,000 radio homes—each peopled by survey-proven audience that make up the huge market of Hometown and Rural America.

Sample Bite: KBS offers the healthy figure

of 87,704,470 listeners—according to a fall government report—a sizeable bite for the most voracious appetite.

Sample Bite: KBS covers 4,000,000 farm homes—with less than 30% of them owning television!

And the dessert to this story is the Keystone merchandising PLUS—the astonishing action generated by Keystone affiliates at the retail level—facts we'd glad be to verify . . . and repeat for *your* product.

All we ask is a small nibble—we think you'll like Keystone. A phone call will do it.

Send for our new station list

CHICAGO
111 W. Washington St., State 2-6303

NEW YORK
580 Fifth Avenue, Plaza 7-1460

LOS ANGELES
3142 Wilshire Blvd., DUmkirk 3-2910

SAN FRANCISCO
57 Post Street, Sutter 1-7440

• **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.

• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.



INDIANA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		Pop music	Concert	Folk	Relig	News	WEEKLY HOURS					S
						Network	Post-mid						Sports	Home-making	Farm	Foreign	Negro	
ANDERSON	WCBC	1470	1kw-D	—	Best	—	—	25	9	15	21	1/2	4*	1	—	—	—	UP
	WHBU	1240	250w	A,C	Bolling	12	—	14	—	—	—	7	2*	—	—	—	—	AP
BEDFORD	WBIW	1340	250w	MBS	—	6	—	60	6	24	3	22	15*	3	1	—	—	AP
BLOOMINGTON	WTTS	1370	5-D,500-N	ABC	Meeker	5	1	26	4	12	1	14	2*	4	2	—	—	AP
COLUMBUS	WCSI	1010	500w-D	—	Rambeau	—	—	32	—	1	6	2	2*	6	1	—	—	AP
CONNERSVILLE	WCNB*	1580	250w-D	—	Gill-Perna	—	—	42	5	1	5	3	6*	6	3	—	—	UP
ELKHART	WTRC*	1340	250w	NBC	H-R	6	—	35	1	5	—	8	3*	4	6	—	—	UP
EVANSVILLE	WEOA	1400	250w	CBS	Meeker	8	—	44	10	5	4	15	6*	—	—	—	—	UP
	WGBF*	1280	5-D,1-N	NBC	Weed	8	—	50	5	6	7	14	5*	1	8	—	—	UP
	WIKY*	820	250w-D	—	Pearson	—	—	84	7	6	2	6	—	—	1/2	—	—	AP
	WJPS	1330	5-D,1-N	ABC	Hollingbery	6	—	26	10	1/2	16	21	8*	3	8	—	5	AP
FT. WAYNE	WANE	1450	250w	CBS	Bolling	8	—	46	6	5	7	17	7*	5	5	—	3	AP
	WGL	1250	1kw	ABC	Headley-Reed	3	—	16	3	3	25	22	4*	3	1	—	—	UP
	WKJG*	1380	5kw	MBS	Raymer	4	—	62	28	2	7	13	10*	—	2	—	—	—
	WOWO	1190	50kw	NBC	Free & Peters	7	1	37	3	7	6	12	4*	6	26	—	—	UP
FRANKFORT	WILO	1570	250w-D	KBS	Best	—	—	30	6	14	8	10	6*	3	6	—	—	UP
GARY	WGRY	1370	500w-D	—	Indie Sales	—	—	13	—	13	10	6	—	—	—	10†	22	UP
	WWCA	1270	1kw	—	Pearson	—	1	28	20	—	2	14	12*	—	5	3	22	AP
GOSHEN	WKAM	1460	500w-D	KBS	Holman	—	—	27	—	7	13	10	2*	1	6	—	—	AP
HAMMOND	WJOB*	1230	250w	—	Rambeau	—	2	92	18	32	8	15	12*	—	2	15†	20	UP
INDIANAPOLIS	WFBM	1260	5kw	A,M	Katz	6	—	48	3	7	6	17	7*	1	4	—	—	All
	WIBC	1070	50-D,10-N	—	Blair	x	—	67	1	15	7	16	3*	3	14	—	—	AP
	WIRE	1430	5kw	NBC	Free & Peters	7	2	75	2	—	3	12	4	3	—	—	—	AP
	WISH	1310	5-D,1-N	CBS	Bolling	8	1	38	3	5	5	15	18*	—	2	—	—	AP
	WXLW	950	5kw-D	—	Pearson	—	—	64	—	—	2	10	2	—	2	—	—	UP
	WITZ*	990	1kw	—	—	—	—	39	16	14	6	13	14*	2	11	—	—	UP
JASPER	WITZ*	990	1kw	—	—	—	—	39	16	14	6	13	14*	2	11	—	—	UP
KOKOMO	WIOU	1350	1kw	CBS	Weed	9	—	24	—	2	4	12	6*	3	8	—	—	AP
LAFAYETTE	WASK	1450	250w	MBS	Rambeau	6	1/2	34	3	5	6	8	10	1	2	—	—	UP
LA PORTE	WIMS	(See MICHIGAN CITY)																
	WLOI	1540	250w-D	—	McGillvra	—	—	48	11	4	4	6	x*	1	4	x	—	AP
LOGANSPOUT	WSAL	1230	250w	M,K	—	7	—	60	—	10	—	16	4	—	12	—	—	AP
MADISON	WORX*	1270	1kw-D	KBS	Best	—	—	39	4	8	5	2	1*	1	2	—	—	UP
MARION	WBAT	1400	250w	CBS	Best	6	—	37	7	—	10	x	3*	1	1	—	—	AP
	WMRI*	860	250w	—	—	—	—	43	6	4	7	12	8*	3	6	—	—	UP
MICHIGAN CITY	WIMS*	1420	1-D,500-N	—	Rambeau	—	—	x	1	—	3	x	12*	x	6	—	2	UP
MUNCIE	WLBC	1340	250w	CBS	Walker; Holman	7	—	—	—	—	—	12	1/2*	—	x	—	—	AP
NEW ALBANY	WLRP	1570	1kw-D	—	Best	—	—	54	6	—	5	7	4	3	2	—	—	UP
NEW CASTLE	WCTW†	102.5	4kw	—	—	—	—	25	7	13	10	7	3*	3	7	—	—	AP
NORTH VERNON	WOCH	1460	500w-D	—	—	—	—	20	6	14	12	4	3*	3	3	—	—	AP
PERU	WARU	1600	500kw-D	KBS	—	—	—	20	x	x	20	8	x*	4	6	—	—	AP
PRINCETON	WRAY	1250	1kw-D	—	McGillvra	—	—	59	—	12	4	x	—	—	x	—	—	AP
RICHMOND	WKBV	1490	250w	ABC	Meeker	7	—	51	5	2	7	23	10*	—	5	—	1	UP
SALEM	WSLM	1220	250w-D	KBS	Best	—	—	21	11	62	9	9	4*	4	11	—	—	AP
SEYMOUR	WJCD	1390	1kw-D	—	Continental	—	—	13	7	16	4	21	10*	2	2	—	—	AP
SOUTHBEND	WJVA	1580	250w	KBS	—	—	—	40	6	1	7	2	2*	1	2	8	1	UP
	WNDU	1490	250w	ABC	Bolling	8	—	43	13	4	3	20	9*	3	—	2	—	AP
	WSBT	960	5kw	CBS	Raymer	9	—	26	3	1	4	15	5*	3	1/2	2	—	UP
TERRE HAUTE	WBOW*	1230	250w	NBC	Weed	7	—	30	6	3	8	10	6*	—	4	—	1/4	UP
	WTHI*	1480	1kw	CBS	Bolling	9	—	10	—	—	—	12	3*	3	3	—	—	UP
VINCENNES	WAOV	1450	250w	MBS	Free & Peters	8	—	36	—	6	3	8	3*	—	12	—	—	W
WARSAW	WRSW*	1480	500w	—	—	—	—	73	—	1	2	15	2*	3	5	—	—	UP
WASHINGTON	WAMW*	1580	250w-D	—	Best	—	—	44	5	6	5	2	2*	1	6	—	—	AP

NO INFORMATION: Boonville, WBNL; Muncie, WMUN; Portland, WPGW; Tell City, WTCJ.

IOWA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		Pop music	Concert	Folk	Relig	News	WEEKLY HOURS					S
						Network	Post-mid						Sports	Home-making	Farm	Foreign	Negro	
AMES	KASI	1430	1kw-D	KBS	Best	—	—	26	4	8	3	16	18*	—	4	6	—	UP
ATLANTIC	KJAN	1220	250w-D	KBS	—	—	—	40	—	14	5	8	2	—	x	—	—	AP

SYMBOLS: * am-fm station
 † fm station
 D—daytime power
 N—night power
 • local sports covered
 † Mex. Amer. included
 x figure unspecified
 — category unknown

PULSE ?

Real strong in WOWO's 4,000,000 Market Between!

In the latest Pulse, covering 26 of WOWO's 82 county area, WOWO has 472 firsts out of 472 quarter hours surveyed—proof that in homes, factories and on the farms, WOWO commands a constant loyal audience not covered by any other single medium.

In 109 quarter hours WOWO not only held its audience, but gained from one to three points over a year ago. That's listener loyalty.

Radio listening itself is up in this typical midwest area—up from 6 a.m. to 11 p.m. Monday thru

Friday (actually up 2.6 *at night*)—up all thru the week end from Saturday noon 'til Sunday night.

Mind you, WOWO's area is far bigger than the Pulse area surveyed. WOWO blankets a region of 4 million people and \$6 billion spendable income. It is the Market Between—half again richer than Detroit, yet with no city bigger than Fort Wayne.

Get facts, call Tom Longworth, WOWO Sales Manager, Anthony 2136 in Fort Wayne, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York.

*In the Market Between—No selling campaign is complete without the WBC station **WOWO**—50,000 watts*

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO

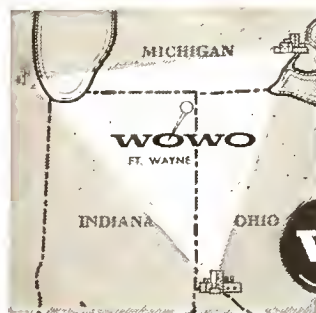
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION

BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.



IOWA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS											S
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro				
BURLINGTON	KBUR	1490	250w	ABC	V.R.&McC	9		35	3		3	20	4•	3	5			AF			
CARROLL	KCIM	1380	1kw		Pearson			63	2	3	5	13	8•	2	6			AF			
CEDAR RAPIDS	KCRG	1600	5kw	MBS	Everett-McK	5		70	1	10	1	16	2		1	3		AF			
	KPIG	1450	250w		Pearson		1	130				x						UF			
	KXEL	(See WATERLOO)																			
	WMT	600	5kw	CBS	Katz	8	1	35	3	4	3	15	4•	3	15			AI			
CENTERVILLE	KCOG	1400	100w	MBS	McGillvra			58	1	16	7	18	3•		7			AF			
CHARLES CITY	KCHA	1580	250w-D	KBS				59	3		3	12	4	1	3			AF			
CLINTON	KROS*	1340	250w	MBS	Pearson	4		42	3	2	4	20	4•	2	7			UF			
COUNCIL BLUFFS	KSWI	1560	500w-D		Hagg			70				10						AF			
CRESTON	KSIB	1520	1kw-D		Pearson			75	1	5	2	12	1•	2	3			AF			
DAVENPORT	KFMA	1580	250w-D		McGillvra			68	13	3	2	7	x•	12		2		UF			
	KSTT	1170	1kw	MBS	Walker	2	6	50	3	7	4	13	8•		7			UF			
	WHBF	(See ROCK ISLAND, ILL.)																			
	WOC*	1120	5kw	NBC	Free & Peters	9		40	4		3	21	2•	3	2			UF			
	WQUA	(See MOLINE, ILL.)																			
DECORAH	KDEC	1240	250w	MK	Pearson	7		15		9	3	15	x•		3			AF			
DES MOINES	KDBC	1390	1kw				6	168				8									
	KIOA	940	10-D,5-N	ABC	H-R			41	3	23	5	10	12•	10	22			UF			
	KRVT*	1370	5kw	CBS	Katz	6		76	4	11	1	15	2•	12	1			AF			
	KSO	1460	5kw		Avery-Knodel			84	7		2	10	x•	1				IN			
	KWDM	1150	1kw	MBS		4		2	7	20	20	x	20•	6	2	10†	3	IN			
	WHO*	1040	50kw	NBC	Free & Peters	8	6	46	7	7	6	14	9•	5	10			AI			
DUBUQUE	KDTH	1370	1kw	NBC	Pearson	6		40	3	2	2	13	7•	2	6			AF			
	WDBQ*	1190	250w	A.M	Meeker	8		30	4			16	4•	1½	1½			UF			
FAIRFIELD	KPAD	1570	250w-D	KBS	McGillvra			50	6	10	7	9	2•	3	7			AF			
FORT DODGE	KVFD	1400	250w	MBS	Pearson	4		35	2	6	3	18	4•	3	4			UF			
FORT MADISON	KXGI	1360	500w-D		Pearson			30	7	3	4	7	4•	3	2	1½†		UF			
IOWA CITY	KXIC	800	1kw-D		Pearson			24	16	4	7	13	5•	1	8			AF			
LE MARS	KLEM	1410	1kw-D					41		6	1	11	2	2	2			AF			
MARSHALLTOWN	KFJB	1230	250w		Pearson			40	6	10	5	x	2•	5	6			AF			
MASON CITY	KGLO*	1300	5kw	CBS	Weed			25	4	3	5	20	3•	1	3			AF			
	KRIB	1490	250w	MBS	Pearson	5		48	4	20	6	21	13•	3	3			AF			
	KSMN	1010	1kw-D		Devney; Holman			62	2	2	6	9	1		1			UF			
MUSCATINE	KWPC*	860	250w-D		Pearson	2		29	4	2	5	10	2•	3	3			UF			
NEWTON	KCOB	1280	500w-D					43	2	17	3	8	x	2	3			AF			
OELWEIN	KOEL	950	500w		Pearson			37	8	22	5	16	7•	3	5			UF			
OSKALOOSA	KBOE	740	250w-D		Pearson			34	3	9	8	11	2	1	3			AF			
OTTUMWA	KBIZ	1240	250w	ABC		8		27	5	3	6	20	7•	3	1			AF			
	KLEE	1480	500w-D	KBS	Devney			80		6	4	9	1		6			UF			
SHENANDOAH	KMA	960	5kw	ABC	Petry	3		41	5	8	10	14	5•	7	22			AF			
SIOUX CITY	KMNS	620	1kw		Pearson			98			6	7	21•		6			UF			
	KSCJ	1360	5kw	ABC	Hollingbery	x		28	23	4	5	18	2	1	4			AF			
	KTRI	1470	5kw		V.R.&McC			103			½	8	1		1			UF			
SPENCER	KICD	1240	250w	MBS	Pearson			75	13	6	2	18	x•		11			AF			
STORM LAKE	KAYL*	990	250w-D					42	16	8	4	x	10•		10	1		AF			
WATERLOO	KXEL	1540	50kw	ABC	Bolling	x	6			74		x			7		1				
WEBSTER CITY	KJFJ	1570	250w-D	KBS				40			4	6			2			AF			

NO INFORMATION: Boone, KWBG; Cherokee, KCHE; Estherville, KLIL; Keokuk, KOKX; Shenandoah, KFNF; Waterloo, KWVL.

KANSAS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										S
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ARKANSAS CITY	KSOK	1280	1-D,100-N	KBS	-----	---	---	25	7	3	3	10	1•	1	5	---	---	A LW
ATCHISON	KARE	1470	1kw	-----	Sears & Ayer	---	---	85	3	3	3	21	6•	---	3	---	---	A St

KANSAS (continued)

	City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
							Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
OFIYVILLE		KGGF	690	10-D,5-N	ABC	Pearson	4	---	42	2	12	8	17	12•	1½	3	---	---	AP;W	
OLY		KXXX	790	5kw-D	---	H-R	---	---	33	2	10	8	4	2	4	20	---	---	UP	
ONORDIA		KFRM	550	5kw-D	ABC	Free & Peters	5	---	66	3	9	3	12	3•	3	4	---	2	AP,UP;W	
		KNCK	1390	500w-D	KBS	---	---	---	60	13	1¼	3	10	1	---	3	---	---	UP	
ODE CITY		KGNO	1370	5-D,1-N	MBS	Hagg	7	---	49	---	3	6	12	10•	6	10	---	---	AP,UP	
DRADO		KBTO	1360	500w-D	---	---	---	---	16	---	7	1	1	1•	2	2	---	---	AP	
MPRIA		KTSW	1400	250w	MBS	Gill-Perna	x	---	---	---	---	---	---	---	---	---	---	---	---	
TOTT		KMDO	1600	500w-D	KBS	---	---	---	45	3	9	2	2	2•	1	2	---	---	AP;LW	
ARIN CITY		KIUL	1240	250w	NBC	Holman	8	---	10	9	8	4	16	8•	---	2	---	---	AP;W,T	
		KNCO	1050	1kw-D	---	Continental	---	---	33	2	8	8	22	3	6	3	---	---	UP;Se	
REA BEND		KVGB	1590	5kw	NBC	Pearson	x	---	15	9	2	4	19	3•	---	5	---	---	AP;T,W	
AYS		KAYS	1100	250w	KBS	Holman	---	---	72	8	6	6	18	20•	---	1	---	---	AP;St,W	
UTMINSON		KWBW	1150	250w	NBC	V. R & McC	8	---	36	8	7	5	17	7•	---	4	---	---	AP;W	
		KWHK	1260	1-D,500-N	---	V.R&McC	---	---	50	9	5	3	10	25•	2	5	---	---	AP;T	
DEPENDENCE		KIND*	1010	250w-D	MBS	---	4	---	---	---	---	---	---	---	---	---	---	---	---	
INCION CITY		KJCK	1420	1kw-D	---	Indie Sales	---	---	10	15	6	8	4	8	5	4	---	---	AP;T	
ANS CITY		KCKN	1310	250w	---	Capper	---	---	109	9	---	2	11	x	---	---	---	---	AP,UP;LW,St	
W NCE		KLWN	1320	500w-D	---	Indie Sales	---	---	37	11	4	4	10	2•	1	5	---	2	UP;T,W	
AVN WORTH		KCLO	1410	500w-D	---	Best	---	---	6	---	61	---	8	2	---	2	6	---	UP	
BEFL		KSCB	1270	1kw-D	---	Best	---	---	10	10	3	4	9	2•	2	5	---	---	UP;LW	
ANATTAN		KMAN	1350	500w-D	KBS	---	---	---	59	1½	1	4	10	4•	---	3	---	---	AP;W	
TA/A		KOFO	1220	250w-D	---	---	---	---	33	2	9	5	9	2•	2	2	---	---	UP	
WSKS		KLKC	1540	250w-D	KBS	---	---	---	11	5	---	3	9	4	---	3	---	---	AP	
TTBURG		KOAM	860	10-D,5-N	NBC	Pearson	9	---	11	2	14	5	16	4	---	2	---	---	AP	
		KSEK	1340	250w	---	Cooke	2	---	89	2	---	2	26	15•	---	2	---	---	AP	
ALIN		KSAL	1150	5kw	MBS	Pearson	5	---	33	14	15	1	22	3•	6	6	---	---	AP;LW,St,T	
DEA		KJAY	1440	5-D,1-N	---	McGillvra	---	---	18	---	---	3	8	---	---	---	---	---	UP	
		KTOP	1490	250w	MBS	---	x	6	100	16	---	9	20	1	---	---	1†	---	---	
		WREN	1250	5kw	ABC	Pearson	8	---	38	7	---	12	22	10•	5	3	2†	---	W	
CHFA		KAKE	1240	250w	MBS	McGillvra	4	---	75	2	---	5	13	8•	---	---	---	---	AP;W	
		KANS	1480	5-D,1-N	NBC	Pearson	10	---	15	14	18	4	17	2•	3	2	---	2	AP,UP;A	
		KFBI	1070	10kw	ABC	Avery-Knodel	6	---	13	13	22	8	25	3•	1	3	---	---	AP,UP;LW	
		KFH*	1330	5kw	CBS	Blair	x	---	49	3	10	1	21	2•	4	6	---	---	AP	
		KWBB	1410	1kw	---	Hollingbery	---	1	76	1	27	6	23	x•	6	---	---	---	AP;T	

IRMATION: Chanute, KCRB; Goodland, KWGB; McPherson, KNFX; Newton, KJRG; Pratt, KWSK; Topeka, WIBW.

The Midwest's Hi-Fi Station**Where Listening is the "MOST"****around the clock — 24 hours a day****TOPEKA****KANSAS**

KENTUCKY

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Negro
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign				
ASHLAND	WCMI*	1340	250w	CBS	H-R	9	1	66	2	2	7	13	x*	1	2	---	---	U		
	WTCR	1420	5kw-D	-----	Thos. Clark	---	---	---	---	47	24	10	---	---	3	---	A			
BARDSTOWN	WBRT	1320	1kw-D	-----	-----	---	---	46	6	36	14	14	6*	3	x	---	T			
BOWLING GREEN	WKCT	930	1-D,500-N	ABC	Pearson	8	---	38	21	25	6	15	x*	6	7	---	5	U		
	WLBj	1410	5-D,1-N	MBS	Burn-Smith	5	---	24	2	24	5	14	3*	1	5	---	10	A		
CAMPBELLSVILLE	WTCO	1150	1kw-D	-----	-----	---	---	8	2	13	30	9	3	2	3	---	2	U		
CENTRAL CITY	WMTA	1380	500w-D	-----	Best	---	---	18	5	20	4	9	3*	3	6	---	5	U		
	WNES*	1600	500w-D	-----	-----	---	---	48	---	20	10	8	x*	2	4	---	---	A		
COLUMBIA	WAIN	1270	1kw-D	KBS	Best	---	---	29	6	41	15	4	¼*	½	x	---	½	U		
CORBIN	WCTT	680	1kw	MBS	-----	x	6	20	8	22	12	14	10*	---	2	---	---	A		
COVINGTON	WZIP	1050	250w-D	KBS	-----	---	---	25	5	7	12	x	1*	5	6	---	12	U		
CUMBERLAND	WCPM	1490	250w	M,K	Burn-Smith	6	---	36	2	34	4	11	4*	1	2	---	2	U		
DANVILLE	WHIR	1230	250w	MBS	Holman	4	---	35	19	23	12	21	4*	4	11	---	---	T		
ELIZABETHTOWN	WIEL	1400	250w	KBS	Best	---	---	50	7	16	10	16	x*	½	2	---	---	U		
FRANKFORT	WFKY	1490	250w	M,K	Burn-Smith	3	---	21	17	21	7	14	12*	---	2	---	3	U		
FULTON	WFUL*	1270	1kw-D	---	Best	---	---	10	---	22	11	5	10*	3	x	---	5	T		
GLASGOW	WKAY	1490	250w	KBS	-----	---	---	54	1	27	9	10	2*	3	3	---	---	U		
HARLAN	WHLN	1280	1kw-D	M,K	Burn-Smith	---	---	---	---	---	---	---	---	---	---	---	---	U		
HAZARD	WKIC	1430	1kw-D	MBS	Best	x	---	22	1	20	6	12	x*	---	1	---	---	U		
HENDERSON	WSON*	860	500w-D	MBS	-----	2	---	32	---	5	5	11	8*	¼	6	---	---	U		
HOPKINSVILLE	WHOP*	1230	250w	CBS	-----	8	---	13	5	1	5	7	x*	3	6	---	---	U		
	WKO A	1480	1kw-D	-----	-----	---	---	50	7	6	10	7	3*	3	6	---	6	A		
LEBANON	WLB N	1590	1kw-D	KBS	Best	---	---	x	---	x	---	19	2	1	3	---	---	A		
LEXINGTON	WLAP*	630	5-D,1-N	ABC	Pearson	6	---	14	2	5	8	21	12	5	12	---	---	U		
	WLEX	1300	1kw	-----	Forjoe	---	---	60	---	30	---	---	---	4	6	---	5	A		
	WVLK	590	1kw	MBS	Burn-Smith	9	½	50	4	14	1	18	10*	---	6	---	---	A		
LOUISVILLE	WAVE	970	5kw	NBC	NBC Spot	4	---	13	---	6	2	13	1*	5	3	---	---	A		
	WINN	1240	250w	-----	Forjoe	---	6	168	---	---	---	x	---	---	---	---	---	U		
	WKLO	1080	5-D,1-N	ABC	Blair	5	1	45	3	41	4	10	---	---	---	---	---	U		
	WKY W	900	1kw-D	-----	Burn-Smith	---	---	65	3	15	1	6	---	---	½	---	---	A		
	WLOU	1350	1kw-D	-----	Gill-Perna	---	---	49	---	---	22	3	x	3	---	---	72	U		
MADISONVILLE	WFMW*	730	250w-D	KBS	Continental	---	---	30	4	16	5	14	3*	2	5	---	5	U		
MAYFIELD	WNGO*	1320	1kw-D	-----	Paschall	---	---	66	½	19	19	14	x*	1	2	---	---	A		
MAYSVILLE	WFTM	1240	250w	M,K	-----	6	---	46	2	16	8	12	12*	---	10	---	---	U		
MIDDLESBORO	WMIK	560	500w-D	KBS	Holman	---	---	16	6	16	12	2	6*	3	6	---	---	U		
NEWPORT	WNOP	740	1kw-D	-----	-----	---	---	14	16	24	11	7	2	3	---	---	---	U		
OWENSBORO	WOMI*	1490	250w	M,K	Burn-Smith	x	---	25	3	7	9	13	6*	1	3	---	---	A		
	WVJS*	1420	1kw	ABC	Rambeau	4	---	36	8	23	10	4	7*	---	6	---	---	U		
PADUCAH	WKYB*	570	1-D,500-N	NBC	Pearson	8	---	62	6	4	2	14	8*	6	3	---	---	A		
	WPAD*	1450	250w	CBS	Sears & Ayer	9	---	15	9	7	4	14	14*	1	1	---	¼	U		
PIKEVILLE	WLSI	900	1kw-D	-----	-----	---	---	22	1	27	4	11	3	4	2	---	---	U		
PRESTONSBURG	WPRT	960	1kw-D	-----	-----	---	---	40	10	15	6	5	3	2	1	---	---	U		
PRINCETON	WPKY	1580	250w-D	KSB	Continental	---	---	30	---	12	5	5	2	2	6	---	---	A		
RADCLIFF	WSAC	1470	1kw-D	-----	-----	---	---	51	7	6	6	4	---	---	---	---	14	U		
RICHMOND	WEKY	1340	250w	MBS	-----	5	---	56	6	12	5	21	8*	3	6	---	1	U		
RUSSELLVILLE	WRUS	800	1kw-D	-----	Best	---	---	20	---	30	8	9	2*	¼	2	---	---	U		
SOMERSET	WSFC	1240	250w	MBS	Best	---	---	60	11	68	14	24	6*	3	---	---	---	U		
VANCLEVE	WMT C	730	1kw-D	-----	Continental	---	---	---	9	---	18	9	---	2	2	---	---	A		
WHITESBURG	WTCW	920	1kw-D	---	-----	---	---	6	---	50	6	7	4*	---	¼	---	---	U		
WINCHESTER	WWKY	1380	1kw-D	MBS	Best	1	---	20	3	20	12	11	4*	10	---	---	---	A		

NO INFORMATION: Benton, WCBL; Cambellsville, WLCK; Franklin, WFKN; Harrodsburg, WHBN; London, WFTG; Louisville, WGRC, WHAS; Mayfield, KWTM; WFLW; Morehead, WMOR; Murray, WNBS; Paintsville, WSIP; Paris, WKLK; Pikeville, WPKE.

LOUISIANA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Negro	A	W	UP	cG	U	A
						Network	Post-mid	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign									
ABBEVILLE	KROF	960	1kw-D	-----	-----	---	---	19	4	16	6	6	x	---	x	9	---	A	W	UP	cG	U	A	
ALEXANDRIA	KALB*	580	5-D,1-N	ABC	Weed	5	---	48	6	8	10	15	4*	2	5	---	---	A	W	UP	cG	U	A	
	KDBS	1410	1kw-D	-----	-----	---	---	23	x	43	23	x	---	x	2	---	25	U	W	UP	cG	U	A	
	KSYL	970	1kw	NBC	Everett-McK	8	---	40	4	15	5	45	2	---	---	---	8	A	W	UP	cG	U	A	

LOUISIANA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
BATON ROUGE	WIBR	1300	1kw	---	Walker	---	---	87	7	18	3	11	2*	---	1/2	---	10	AP; LW, St.	
	WJBO*	1150	5kw	NBC	Hollingbery	10	---	21	14	6	5	16	3*	3	2	---	---	AP, INS	
	WLCS*	910	1kw	ABC	Rambeau	3	---	90	2	20	7	18	3*	2	1	---	---	AP; A, W	
	WXOK	1260	1kw-D	---	Forjoe	---	---	27	---	21	6	x	1	2	1/2	---	84	UP; Se	
BOULSA	WHXY	920	1kw-D	---	Thos. Clark	---	---	40	1	13	9	x	5	2	1/2	---	3	AP	
	WIKC	1490	250w	---	---	---	---	53	2	26	8	10	8*	3	2	---	4	AP	
BOULEY	KSIG	1450	250w	---	Thos. Clark	---	---	88	9	12	3	4	8*	2	3	10	8	AP; W	
BOUDDER	KDLA	1010	1kw-D	KBS	---	---	---	27	---	27	15	7	1/2*	---	1	---	5	UP; McG	
BOULEN MEADOW	KLFT	1600	500w-D	---	Best	---	---	14	---	20	4	11	1*	3	1/2	9	---	UP; St	
BOUMOND	WFPR	1400	250w	---	---	---	---	63	1	28	4	7	1*	---	2	---	4	UP	
BOULIA	KCIL	1490	250w	N, K	Indie Sales	7	---	17	5	31	6	10	2*	5	1/2	7	10	AP; W	
BOULETTE	KLFY	1420	1-D, 500-N	ABC	Rambeau	7	---	60	10	5	2	15	5*	---	---	1	---	UP; W	
	KVOL*	1330	1kw	NBC	Meeker	8	---	13	4	7	1/2	12	2*	2	6	3	2	AP	
BOULECHARLES	KAOK	1400	250w	MBS	Forjoe	3	---	42	---	18	3	6	5*	---	---	---	18	UP	
	KLOU	1580	1kw	---	Pearson	---	---	123	8	---	4	11	8*	1	---	---	3	AP; St	
	KPLC	1470	5-D, 1-N	NBC	Weed	x	---	30	x	x	---	x	x	x	---	x	x	AP, UP; W	
BOULEFIELD	KDBC	1360	1kw-D	---	Paschall	---	---	42	4	60	10	1	2*	3	2	---	8	AP; St	
BOULESVILLE	KAPB	1370	1kw-D	MBS	---	14	---	34	8	18	4	10	6*	3	3	6	3	AP	
BOULENEN	KAPK	1240	100w	---	---	---	---	65	---	16	3	12	2*	1	3	---	---	UP	
BOULEOUE	KLIC	1230	250w	MBS	Dora-Clayton	8	2	45	3	16	4	15	3*	2	---	---	10	UP	
	KMLB*	1440	5-D, 1-N	A, N	Pearson	---	---	x	---	x	10	x	7*	5	4	---	2	UP	
	KNOE	1390	5kw	---	H-R	---	---	120	---	---	4	9	8*	1/2	8	---	6	AP; W	
BOULEAN CITY	KMRC	1430	500w-D	KBS	Paschall	---	---	81	1	7	2	5	2*	---	---	---	14	UP	
BOULEBERIA	KANE	1240	250w	ABC	---	5	---	52	7	---	3	22	4*	---	2	---	---	AP; W	
	KVIM	1360	1kw-D	---	---	---	---	36	4	30	7	6	2	1	2	2	5	UP; C	
BOULEORLEANS	WBOK	800	1kw-D	---	Forjoe	---	---	44	---	---	2	3	1/2	6	1/2	---	84	UP	
	WDSU*	1280	5kw	NBC	Blair	8	1	37	15	---	4	14	5*	1	1/2	---	---	AP, UP	
	WJBW	1230	250w	---	---	---	---	100	---	---	4	x	3	---	---	3	2	AP	
	WMRY	600	500w-D	---	Gill-Perna	---	---	x	---	x	x	x	x*	x	---	---	84	---	
	WNOE	1060	50-D, 5-N	---	H-R	---	6	160	---	---	4	14	x	---	4	---	1	AP, INS	
	WSMB	1350	5kw	ABC	Avery-Knodel	6	1	71	5	---	5	15	11	2	---	---	---	AP	
	WTIX	1450	250w	---	Young	---	6	168	---	---	---	14	---	---	---	---	---	UP	
	WTPS	940	1-D, 500-N	MBS	Branham	x	---	69	9	---	6	9	8*	x	6	---	---	AP	
	WWEZ	690	5kw	---	Radio-TV Reps	---	---	x	---	---	x	x	---	---	---	---	126	UP	
	WWL	870	50kw	CBS	Katz	10	6	77	9	7	4	14	9*	4	5	---	---	AP, UP; St, T	
BOULEKLE	KREH	900	250w-D	KBS	---	---	28	---	35	4	6	1/2*	---	1	---	6	UP		
BOULELUSAS	KSLO	1230	250w	A, K	Sears & Ayer	5	---	37	8	26	8	13	3*	---	2	9	10	UP	
BOULESTON	KRUS	1490	250w	---	Best	---	---	35	2	10	---	14	2*	1/2	6	---	---	UP	
BOULEREPORT	KANV	1050	250w-D	---	UBC; D-C; Oakes	---	---	33	1/2	---	44	3	3	1	1/2	---	84	---	
	KENT	1550	1-D, 500-N	MBS	Pearson	5	2	49	14	7	7	15	x*	---	---	---	10	AP; St	
	KJOE	1480	1kw	---	Forjoe	---	---	77	---	---	---	7	1	---	---	---	---	AP	
	KTBS*	710	10-D, 5-N	NBC	Petry	8	---	50	3	1	9	16	5*	15	2	---	---	AP, UP; A	
	KWKH*	1130	50kw	CBS	Branham	x	---	15	3	29	3	17	3*	2	4	---	7	AP, UP; St	
	BOULEPJR	KSUL	1310	500w-D	KBS	Best	---	---	---	---	36	7	6	2	4	1	1	---	---
BOULELAH	KTLD	1360	500w-D	KBS	Best	---	---	30	2	15	6	2	3*	4	8	---	16	UP; T	
BOULEBAUX	KTIB	630	500w-D	---	Paschall	---	---	41	7	9	5	4	1*	3	1	1/2	3	AP	
BOULEFIELD	KVCL	1270	1kw-D	---	Best	---	---	38	2	24	6	7	2	10	1	---	3	UP	

INFORMATION: Bastrop, KTRY; Baton Rouge, WAFB; Covington, WARB; Eunice, KEUN; Jennings, KJEF; Natchitoches, KWQJ; New Orleans, WJMR, WRCM; Shreveport, KIJ, KRMD; Springhill, KBSF; Ville Platte, KVPI.

MAINE

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop musio	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
GLTA	WFAU	1340	250w	MBS	R. O'Connell	8	----	15	15	8	1	19	5*	x	3	1	---	UP; St, W	
	WRDO	1400	250w	NBC	Weed	7	----	26	2	2	6	18	1	4	3	---	---	UP	
NCR	WABI	910	5kw	ABC	Hollingbery	6	---	80	9	7	18	27	9*	10	6	----	---	AP; W	
	WGUY	1230	250w	CBS	Everett-McK	5	2	85	6	14	½	8	21*	1	1	----	---	UP	
	WLBZ	620	5kw	NBC	Weed	9	----	----	----	----	5	18	x*	2	6	----	---	UP	
DIORD	WIDE	1400	250w	MBS	Raymer	6	----	22	8	5	9	21	2*	4	½	8	---	AP; W	
ULON	WABM	1340	250w	-----	Webb	6	----	----	----	----	7	14	3*	----	20	----	---	AP; T	

WBL: { * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
--- category unclaimed

MAINE (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Ser
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
LEWISTON	WCOL *	1240	250w	MBS	R. O'Connell	3	---	33	20	18	4	16	4•	4	2	3	---	UP; W		
	WLAM	1170	5kw	ABC	Everett-McK	7	---	38	7	1	4	18	4•	3	¼	3	---	AP; W		
PORTLAND	WCSH	970	5kw	NBC	Weed	8	---	6	---	---	3	15	1	2	3	---	---	UP		
	WPOR	1490	250w	ABC	Hollingbery	x	1	48	8	---	5	13	18•	1	---	---	---	AP		
PRESQUE ISLE	WAGM	1450	250w	MBS	Webb	4	---	43	13	4	11	22	15•	3	4	¼	---	UP; W		
ROCKLAND	WRKD	1450	250w	ABC	R. O'Connell	9	---	30	3	6	7	17	7•	3	3	1	---	UP; W		
RUMFORD	WRUM	790	1kw-D	---	R. O'Connell	---	---	40	10	8	3	6	3•	3	2	---	---	AP; W		
SOUTH PARIS	WKTQ	1450	250w	---	---	---	---	48	13	8	3	5	x•	3	¼	½	---	AP; W		
WATERVILLE	WGHM	1150	1kw-D	---	R. O'Connell	---	---	34	9	3	3	6	3•	3	1	---	---	AP; W		
	WTVL	1490	250w	ABC	R. O'Connell	---	---	36	3	4	3	21	3•	2	1	½	½	UP; W		

NO INFORMATION: Portland, WGAN.

MARYLAND

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Ser
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
ANNAPOLIS	WANN	1190	1kw-D		Pearson; D-C			45			13	6	1				84	UP		
	WASL	810	250w-D					14	17	36	9	2	2•	1½	1½	1		AP		
	WNAV*	1430	1kw		Forjoe			90	16	5	7	13	4•	4			8	AP		
BALTIMORE	WAYE	860	500w-D	KBS	Best			65	3		2	11	18•	6				UP		
	WBAL	1090	50kw	NBC	Christal	8	6	47	5		2	9	2•	2	7		12	All; T		
	WBMD	750	1kw-D							38	16	6		3		7		UP		
	WCAO*	600	5kw	CBS	Raymer	10	1½	29	3		3	12	2•	5				AP		
	WEBB	1360	1kw-D		Gill-Perna			39			12	1	1½		1		84	AP		
	WFBR	1300	5kw	ABC	Blair	4		52	7		5	12	2	3				AP, I		
	WITH*	1230	250w				6	150	x			14	x				20	AP		
	WITH†	104.3	20kw		GMB				91			11						AP		
	WSID	1010	1kw-D		United			x			6	3					54	UP		
	WWIN	1400	250w					89	6		2	16	24			6		UP		
BETHESDA	WUST	(See DISTRICT OF COLUMBIA)																		
CAMBRIDGE	WCEM	1240	250w	K,M		5		90	8	7	4	13	4•		5			AP;		
CUMBERLAND	WCUM*	1490	250w	CBS	Forjoe	6		25				13	3•	2				AP;		
	WDYK	1230	250w	M,A	Thos. Clark	8		53	6	4	5	24	4•		3			UP;		
	WTBO	1450	250w	NBC	Branham	8	1	51	10	19	2	x	2•	1				AP;		
FREDERICK	WFMD	930	1kw	CBS	Gill-Perna	7		54	10	19	6	9	5•		22			AP		
HAGERSTOWN	WARK	1490	250w	CBS	United; Oakes	9	1	8	x	20		15	2	3	12			UP		
	WJEJ*	1240	250w	A,M	Walker	7		24	10	1	6	25	11•	4	7			AP;		
HAYRE DE GRACE	WASA	1330	1kw-D					40	5	14	6	x	5•	2	4			AP;		
LEONARDTOWN	WKIK	1370	1kw-D					24		24	3	10	2		3			UP		
LEXINGTON PARK	WPTX	920	500w-D	KBS				68	4		3	9	1	5			2	AP;		
ROCKVILLE	WINX	(See DISTRICT OF COLUMBIA)																		
SALISBURY	WBOC	960	1kw	MBS	Burn-Smith	8	1½	27	8	4	5	11	2•	2	8			AP		
SILVER SPRING	WGAY	(See DISTRICT OF COLUMBIA)																		
WESTMINSTER	WTTR	1470	1kw-D					76	2	6	3	6	3•	3	6			UP;		

NO INFORMATION: Baltimore, WCBM; Morningside, WPGC; Pocomoke City, WDVN; Towson, WTOW; Wheaton, WDOX.

MASSACHUSETTS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Ser
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
ATTLEBORO	WARA	1320	1kw	-----	Walker	---	---	75	16	---	3	22	1•	4	¼	---	---	UP		
BOSTON	WBMS	1090	1kw-D	-----	Indie Sales	--	---	14	7	---	7	x	---	5	1	17	15	UP		
	WBZ	1030	51kw	NBC	Free & Peters	7	6	63	2	---	6	16	6	6	6	---	---	AP,1		
	WCOP*	1150	5kw	--	Weed	---	6	142	---	---	4	7	3•	1	2	---	---	AP		
	WCRB*	1330	1kw	--	GMB	---	½	---	120	1	1	6	1	---	½	1	---	UP		
	WEEI*	590	5kw	CBS	CBS Radio Spot	15	6	48	39	---	2	23	2	10	3	---	---	AP,1		
	WHDH*	850	50kw	-----	Blair	---	6	100	27	---	4	14	15•	2	3	---	---	AP		
	WMEX	1510	5kw	-----	-----	---	---	79	5	2	10	10	2•	2	1	3	14	INS X. Se		
	WNAC*	680	50kw	MBS	H-R	6	1	45	12	3	7	29	3	5	---	---	---	UP,1		
	WORL	950	5kw-D	--	Headley-Reed	---	---	90	---	---	4	5	½	---	---	---	---	AP		
WVDA	1260	5kw	ABC	Raymer	5	1	52	2	---	---	26	3	4	2	---	---	UP;			
WVOM	1600	5kw	-----	Rambeau	---	---	24	5	20	5	26	x	---	---	68	---	UP			
BROCKTON	WBET*	1460	1kw	-----	Walker	--	---	41	10	1	5	35	x•	6	1	½	---	UP		



WEEI

**Reaches MORE Homes IN BOSTON Than
Any Other Station!**

WEEI LEADS all of its competitors, both network and independent, in depth of audience (and advertising) penetration of the Boston Market. On a TOTAL WEEK basis, the stations line up like this:

NETWORK STATIONS	% DIFFERENT HOMES REACHED*
WEEI	85.7
B	80.2
C	70.6
D	40.5

INDEPENDENT STATIONS

E	79.6
F	58.8
G	38.6
H	13.2

**5-County Boston Pulse Area,
Pulse CPA Report, November, 1955.*



Represented by CBS Radio Spot Sales

MASSACHUSETTS (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Serv
CAMBRIDGE	WTAO*	740	250w-D		Keller			86			2	11	1					UP
CHICOPEE	WACE	730	1kw-D		Bolling			60			2	2	2	3		10		INS
FALL RIVER	WALE	1400	250w	MBS	Walker	4		93	10	6	8	28	12*	4		10		UP
	WSAR	1480	5kw	ABC	Headley-Reed	x		56	16	1	4	14	2*	3	2	6		UP
FITCHBURG	WFGM	1580	1kw-D		Walker			66	5		3	3	2	3	2	1		UP
FRAMINGHAM	WKOX	1190	1kw-D		Webb			82	7	5	2	10	1*		1	2		UP;
GARDNER	WGAW	1340	250w		Webb			70	27	1	5	8	4*			1/2		UP
GREENFIELD	WHAI*	1240	250w	MBS	Walker	6		25	11		6	23	7*	4	7	2		AP;
HAVERTHILL	WHAU	1490	250w		Stars National		6	113	18		4	19	5*	1/2		2		UP
HOLYOKE	WREB	930	500w-D					63	7		3	14				11		AP;
LAWRENCE	WCCM	800	1kw-D		Walker			55	3	1	4	4	1	2	1			UP;
LOWELL	WCAP	980	1kw-D					84			2	2	1*		1/2	3		UP;
	WLLH*	1400	250w	MBS		x		36	14		8	15	x*		1/2			UP
LYNN	WLYN	1360	1kw-D		Walker			58	3	2	3	9				4		UP
MEDFORD	WHIL	1430	1kw-D	KBS	Bdest Time Sls			65	3	6	2	6	1*		2	3		UP;
NEW BEDFORD	WBSM*	1230	100w		Bolling			85	5	5	2	18	2*	3	1/2	4		UP
	WNBH*	1310	250w	MBS	Walker	7		36	2			20	4*	3	2	4	1/4	AP
NORTH ADAMS	WMNB	1230	250w		McGillvra			80	18	8	6	6	6*	5	1	4		AP;
	WNAW	860	250w-D					21			19	6			6			UP;
NORTHAMPTON	WHMP	1400	250w	KBS	Webb			94	12	3	5	15	6*		1	3		UP
PITTSFIELD	WBEC*	1490	250w	ABC	Everett-McK	6		32	12		9	19	5*	1		1		AP;
	WBRK	1340	250w	MBS	Walker	4		44	18		10	20	5*	5	2	1		UP
QUINCY	WJDA	1300	1kw-D		Webb			14	8	3	2	11	x*	5	1			UP;
SALEM	WESX	1230	250w		Webb			72	8		2	4	3*	3	2	2		UP;
SPRINGFIELD	WBZA	1030	1kw	NBC	Free & Peters	7	1	63	2		6	16	6	6	6			AP;
	WJKO	1600	5kw-D		Gill-Perna			27	6	12	5	x	3	3	3	14	12	UP
	WMAS*	1450	250w	MBS	H-R	5		53	30	3	7	19	7*	5	1/2			UP
	WSPR	1270	1kw	ABC	Hollingbery	2		72	5	5		11	x					AP
	WTLX	1490	250w		Walker				23		4	x						UP;
TAUNTON	WPEP	1570	1kw-D		Walker			47	4	3	3	20	3*	3	1	1		UP
WARE	WARE	1250	1kw-D	MBS	Webb	2		60	8	5	1	10	1*		14	12		AP

IN BOSTON
and MAINEVic RADIO
PROFIT Diehm Says

WVDA

When Bostonians want the most in news,
the best in music and the quality shows
their dials are set at 1260 that's . . .

BOSTON, MASS. ABC

WIDE

The one choice to cover this great
recreational and industrial market in Maine.
"It's the Gateway to Good Listening" . . .

BIDDEFORD-SACO, ME. MBS-YANKEE



WAZL

Hazleton, Pa. NBC-MBS

WHOL

Allentown, Pa. CBS

WHLM

Bloomsburg, Pa.

WIDE

Biddeford-Saco, Me. MBS-Yankee

WVDA

Boston, Mass. A

(All Stations Represented by Paul H. Raymer Company)



No. 1

IN
WORCESTER*

*New England's
Third Largest
Market*

**YEAR AFTER YEAR,
YOUR BEST
COST PER THOUSAND
BUY!**

Once again, proof of independent WNEB's consistent leadership in listening audience! Thru WNEB's volume discounts, you can saturate this tremendous market at surprisingly little cost. Get the full details!

*PULSE WORCESTER AREA REPORT—OCT., NOV., 1955



WNEB

**WORCESTER
MASSACHUSETTS**

Represented by: **THE BOLLING COMPANY, INC.**

MASSACHUSETTS (continued)

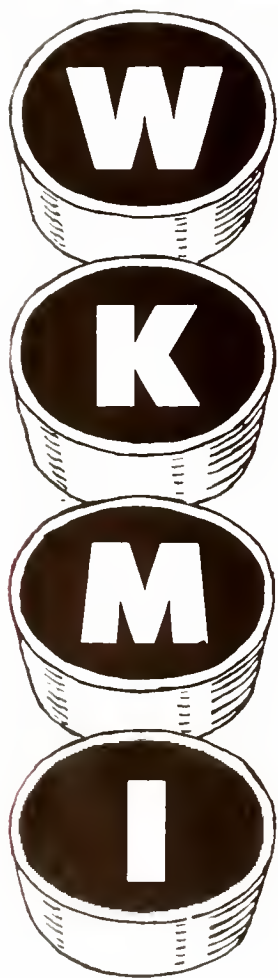
City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Se
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
W. YARMOUTH	WOCB*	1240	250w	MBS	Walker	5	25	28	2	10	17	x*	6			...	UP
WORCESTER	WAAB	1440	5kw	A,M	Webb	5	1/4	71	24	6	7	15	7	3		2	...	AP
	WNEB	1230	250w	Bolling	53	12	9	3	8	2	2			...	UP
	WTAG*	580	5kw	CBS	Christal	x	25	8	1	3	19	6*	8	2		...	AP

NO INFORMATION: Fitchburg, WEIM; Springfield, WHYN; Worcester, WORC.

MICHIGAN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Se
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ADRIAN	WABJ	1490	250w-D	ABC	Best	8	50	3	2	5	16	6*	2	5	2†	...	UP
ALMA	WFYC	1280	1kw-D	KBS			36	1	3	3	10	2*	3	2		...	UP
ALPENA	WATZ	1450	250w	MBS	Holman	x											
ANN ARBOR	WHRV	1600	1kw	ABC	Walker	8	30	8	2	3	17	8*	4			3	AP
	WPAG	1050	1kw-D		Everett-McK	27	6	2	5	8	2*		12	5	3	AP
BATTLE CREEK	WBCK	930	1kw	MBS	Burn-Smith	7	40	7		5	14	9*					UP
	WELL	1400	250w	ABC	Meeker	3	60	13	3	1	13	3*	1/2				AP
BAY CITY	WBCM*	1440	250w	ABC	Hollingbery	8	40	5		10	23	4*	5	17			AP
BENTON HARBOR	WHFB*	1060	1kw-D		Holman		36	9	1/4	7	9	3*	3	5		1/2	AP
BIG RAPIDS	WBRN	1460	1kw-D	Best	26	12	7	8	2	x*	1	4			AP
CADILLAC	WATT	1240	250w	MBS	Holman	x	x		x		x				1/4		Se
CHEBOYGAN	WCBY	1240	250w	Best	50	7	10	4	8	14*	3	2			AP
COLDWATER	WTBV*	1590	5kw	Best	1	55	14	9	14	14	7*		9			AP
DEARBORN	WKMH	(See DETROIT)																
DETROIT	CKLW*	800	50kw	MBS	Young	5	6	86	4	6	15	19	5	6	6		2	UP
	WJBK*	1500	10-D,1-N		Katz	6	129	2	9	3	12	15*	1/2	3		30	AP
	WJLB*	1400	250w		Forjoe	6	56	1	4	10	11	2		1/2	50	44	AP

SYMBOLS: { * am-fm station D—daytime power * local sports covered x figure unspriced
 { † fm station N—night power † Mex. Amer. included category untime

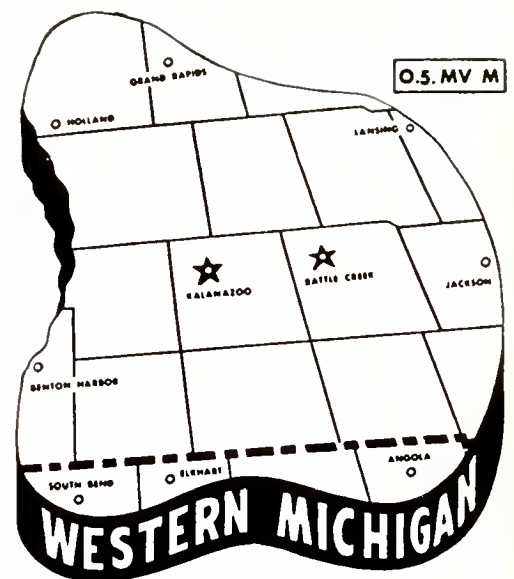


W ESTERN MICHIGAN'S MOST POWERFUL
INDEPENDENT

K ALAMAZOO AND BATTLE CREEK

M ICHIGAN'S BEST REGIONAL BUY

I NFLUENCES OVER TEN COUNTIES OF THE
RICHEST FARMERS IN THE LAND (SEE MAP)



• NOW 5000 WATTS

- Covering 1,719,000 Population in primary markets
- 270,000 in Metropolitan Kalamazoo • Battle Creek
- 84,000 Prosperous commercial farms

WKMI • STEERE BROADCASTING CORPORATION • KALAMAZOO, MICHIGAN

MICHIGAN (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
DETROIT (cont.)	WKMH*	1310	5kw	-----	Headley-Reed	2	6	109	12		4	28	21*		x			AP,UP		
	WLDM†	95.5	20kw	-----	GMB		2	97	39		2	2						A,LW,St,T,W		
	WWJ*	950	5kw	NBC	Free & Peters	8	6	37	47	--	4	17	1•	1	½			AP,UP;T		
SCA/ABA	WXYZ*	1270	5kw	ABC	Blair	x	1	65	9	---	5	12	7•	2	---	---	18	AP,INS;St		
	WDBC	680	1kw	MBS	Walker	5	---	5	5	10	5	22	x•	3	5	---	---	AP		
	WESK	1490	250w	NBC	---	10	---	23	8	7	6	7	3•	3	½	---	---	UP;T		
JIN	WBBC	1330	1kw	MBS	Weed	4	---	24	10	16	9	15	x	½	1	---	23	AP		
	WFDF	910	1kw	NBC	Katz	6	½	16	2	10	5	18	8•	13	2	---	---	AP;St,T		
	WKMF	1470	1kw	---	Headley-Reed	6	6	147	6	---	2	9	7•	---	4	---	---	UP		
AYRD	WMRP	1570	500w-D	KBS	Best	---	---	6	8	12	9	7	---	---	---	2	16	UP;St		
	WTAC	600	1-D,500N	ABC	Hollingbery	4	---	53	15	16	4	13	2•	5	---	---	---	UP;W		
	WAIC	900	1kw-D	MBS	Holman	---	---	21	9	11	11	6	2•	2	2	---	---	AP		
RAID RAPIDS	WFUR	1570	1kw-D	---	McGillvra	---	---	6	17	---	27	6	2	3	2	1	---	UP;A		
	WGRD	1410	1kw-D	---	Gill-Perna	---	---	28	---	20	2	3	x	1	2	---	---	AP;St		
	WJEF*	1230	250w	CBS	Avery-Knodel	8	1	58	9	3	5	20	6•	3	3	---	---	AP;T		
JL/ALE	WLAV*	1340	250w	ABC	Pearson	8	---	35	6	6	10	13	2•	3	---	---	3	UP;St		
	WMAX	1480	500w-D	---	Best	---	---	64	---	11	3	8	2	---	---	---	---	UP		
	WOOD	1300	5kw	NBC	Katz	9	1	26	4	6	8	27	10•	4	3	---	---	AP		
OLIND	WBSE*	1340	100w	---	Best	½	---	25	35	2	3	1	3•	---	½	---	---	AP;T		
	WHTC	1450	250w	---	Best	---	---	38	23	---	11	3	8•	3	---	---	---	AP;W		
	WHGR	1290	1kw-D	---	Best	x	---	x	x	x	7	7	3•	2	8	---	---	AP		
ON RIVER	WION	1430	500w-D	---	Best	---	---	29	4	10	7	3	4•	¼	4	---	---	AP;T		
	WIKB	1230	250w	MBS	Walker	9	---	18	11	6	5	16	12•	½	½	---	---	AP;T		
	WJMS	630	1kw	---	Best	---	---	48	12	9	5	11	10•	4	2	---	---	UP;T,W		
ONWOOD	WJPD	1240	250w	KBS	---	---	---	11	4	14	5	10	6•	7	1	1	---	AP;W		
	WIBM	1450	250w	ABC	Weed	7	6	107	5	3	8	29	12•	5	3	3	---	AP		
	WKHM	970	1kw	MBS	Headley-Reed	3	1	80	---	---	3	14	3•	---	3	---	---	UP		
ALAIAZOO	WKM1	1360	5kw	---	Forjoe	---	3	112	10	---	6	13	6•	---	6	---	---	UP		
	WKZO	590	5kw	CBS	Avery-Knodel	7	¼	35	7	5	7	16	4•	3	9	---	---	AP;T		
	WILS	1320	5kw	---	V.R.&McC	---	½	90	---	12	7	7	2•	---	½	---	---	AP;LW		
NSIG	WKLA	1450	250w	ABC	Best	7	---	40	---	---	11	11	10•	3	3	3†	---	AP		
	WMTE	1340	250w	MBS	Best	4	---	18	9	10	7	16	x•	3	3	---	---	AP;T		
	WDOG	1590	1kw-D	---	---	---	---	60	1	4	3	5	2	---	3	1	---	UP		
ARIE CITY	WDMJ	1320	1kw	MBS	---	6	---	35	8	7	10	19	11•	1	3	---	---	UP;T		
	WMDN	1490	250w	---	Best	---	---	50	28	14	9	8	4	3	2	7	---	AP;LW,T		
	WMIC	560	500w-D	---	---	---	---	22	4	9	---	10	6•	6	---	---	---	T		
ONIE	WCEN	1150	1-D,500-N	---	Best	---	---	94	11	1	7	28	4•	3	9	---	---	AP;LW,Se,T		
	WKBZ*	850	1kw	ABC	Meeker	x	---	16	8	2	9	18	3•	3	3	---	---	AP;LW		
	WMUS	1090	1kw-D	KBS	McGillvra	---	---	18	9	6	30	7	4•	3	3	---	1	AP		

YOUR SALESMEN

LANSING

MICHIGAN'S
FASTEST
GROWING
MARKET

JACK SLATTERY

"FIRST
CALL"

6:30-10:00 AM

MUSIC
SELLSDICK FRENCH
"STRICTLY
FROM RICHARD"

10:15-1:15 PM

MUSIC
SELLSDAVE FROH
"CLUB
1320"

2:05-5:30 PM

YOUR MARKET

PRIMARY COVERAGE INCLUDES:

- 276,000 RADIO HOMES
- \$860,160,000 R. SALES

EFFECTIVE BUYING INCOME SECOND ONLY TO DETROIT MARKET

WILS • 1320 KC • MUSIC • NEWS • SPORTS
CALL VENARD-RINTOUL-McCONNELL, INC.

MICHIGAN (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Ser
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
OWOSSO	WOAP	1080	250w-D	KBS	McGillvra	----	----	45	----	6	10	x	½*	----	2	----	----	AP		
PETOSKEY	WMBN	1340	250w	MBS	Holman	----	----	----	----	----	----	----	----	----	----	----	----	----		
PONTIAC	WCAR	1130	1kw-D	----	Pearson	----	----	45	----	6	7	x	3	----	----	----	----	All		
	WPON	1460	500w	----	Best	----	----	81	12	6	7	17	3*	2	1	4†	½	AP;		
PORT HURON	WHLS	1450	250w	----	Gill-Perna	----	1	24	2	1	1	15	3*	----	x	----	2	AP;		
	WTTH	1380	1kw	ABC	-----	8	----	42	8	5	5	17	7*	4	2	----	3	AP;		
ROGERS CITY	WHAK	960	5kw-D	----	-----	----	----	36	10	16	11	14	3	¼	2	----	----	UP;		
SAGINAW	WKNX	1210	1kw-D	----	Gill-Perna	----	----	31	3	12	5	9	4*	3	2	½†	3	UP;		
	WSAM*	1400	250w	NBC	Headley-Reed	6	6	97	6	3	3	20	6*	3	2	----	----	AP;		
	WSGW	790	1kw	MBS	Pearson	x	----	53	6	10	4	11	12*	1	5	3†	5	AP;		
SAULT STE. MARIE	WSOO	1230	250w	ABC	-----	x	----	30	12	4	7	17	14*	2	2	----	----	AP		
STURGIS	WSTR*	1230	250w	-----	Best	½	----	15	23	9	8	4	3*	1	7	----	----	AP;		
TRAVERSE CITY	WTCM	1400	250w	MBS	Holman	x	----	----	----	----	----	----	----	----	----	----	----	----		

NO INFORMATION: Albion, WALM; Bad-Axe, WLEW; Detroit, WJR; Flint, WAMM; Fremont, WBFC; Houghton, WHDF; Iron Mountain, WMIQ; Lansing, WJIM; Meridian, WMAW; Muskegon, WKNK; Royal Oak, WEXL.

MINNESOTA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Seri
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
ALBERT LEA	KATE	1450	250w	ABC	Meeker	8	---	30	9	4	8	16	5•	5	5	---	---	UP;		
ALEXANDRIA	KXRA	1490	250w	A,K	-----	8	---	27	12	18	8	14	5	3	2	---	---	UP		
AUSTIN	KAUS	1480	1kw	MBS	Avery-Knodel	x	---	52	1	17	12	30	x•	10	12	---	---	AP;		
BEMIDJI	KBUN	1450	250w	M,K	-----	6	---	15	8	8	8	24	11•	2	2	¼	---	UP;		
BRAINERD	KLIZ	1380	1kw-D	-----	Walker	---	---	22	12	10	1	7	3•	3	1	---	---	AP;		
CLOQUET	WKLK	1230	250w	-----	-----	---	---	48	30	25	3	8	6•	---	1	4	---	UP;		
CROOKSTON	KROX	1260	1-D,500-N	-----	Cooke	---	---	50	1	70	12	13	6•	---	7	1	---	UP;		
DETROIT LAKES	KDLM	1360	1kw-D	-----	-----	---	---	32	---	17	7	15	6•	1	3	---	---	UP;		
DULUTH-SUPERIOR, WISC.	KDAL	610	5kw	CBS	Avery-Knodel	8	6	85	4	5	5	20	1	5	¼	---	---	AP;		
	WDSM	710	5kw	A,M	Free & Peters	11	---	13	---	2	---	6	4•	---	---	1	---	UP;		
	WEBC	560	5kw	NBC	Hollingbery	4	2	45	15	10	10	15	3	5	10	---	---	UP		
ELY	WELY	1450	250w	KBS	-----	---	---	81	3	---	2	11	8	6	---	---	---	UP		
FAIRMONT	KSUM	1370	1kw	MBS	Rambeau	5	---	31	7	8	7	14	8•	6	7	---	---	AP;		
FARIBAULT	KDHL	920	1kw	-----	-----	---	---	82	2	35	3	14	x	x	9	1	---	UP;		
FERGUS FALLS	KGDE	1250	1-D,500-N	MBS	-----	---	---	31	3	15	12	2	32•	½	3	½	---	AP;		
HIBBING	WMFG	1240	250w	NBC	Hollingbery	7	---	45	5	3	9	16	3•	---	1	---	---	UP;		
HUTCHINSON	KDUZ	1260	1kw-D	KBS	Best	---	---	70	2	4	---	7	2	---	5	---	---	UP;		
MANKATO	KTOE	1420	5kw	ABC	Pearson	3	---	70	6	---	2	10	9•	3	18	1	---	Co		
	KYSM*	1230	250w	NBC	Meeker	9	½	50	8	6	5	24	6•	3	6	---	---	AP;		
MINNEAPOLIS-ST. PAUL	KEYD	1440	5kw-D	-----	H-R	---	---	43	11	9	12	7	2	---	2	---	---	AP; S		
	KSTP	1500	50kw	NBC	Petry	8	1	48	8	3	3	12	2	2	2	---	---	AP; S		
	WCCO	830	50kw	CBS	CBS Radio Spot	9	1	40	8	1	2	26	2•	2	8	---	---	All; S		
	WCOW	1590	5kw-D	-----	Rambeau	---	---	14	---	75	4	9	x	---	---	¼	4	UP		
	WDGY	1130	50kw	-----	Avery-Knodel	---	1	126	---	---	6	12	---	---	3	---	---	UP		
	WLOL	1330	5kw	-----	AM Radio Sales	---	6	118	---	---	2	28	17•	---	---	---	---	AP; U		

IT'S THAT B-5* THAT KEEPS HIM SMILING!

*WLOL'S BIG 5 DISC JOCKEYS!



They keep Larry Bentson, top-man at WLOL, grinnin' 24 hours a day! He knows they call the tune for the million-and-a-half-plus radio listeners in the Twin Cities area.

Surveys confirm WLOL's vast popularity—its smart programming of music, news and sports.

Start your Northwest sales records smiling today with a success campaign on WLOL!

TOPS IN INDEPENDENT RADIO

LARRY BENTSON, Pres.
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

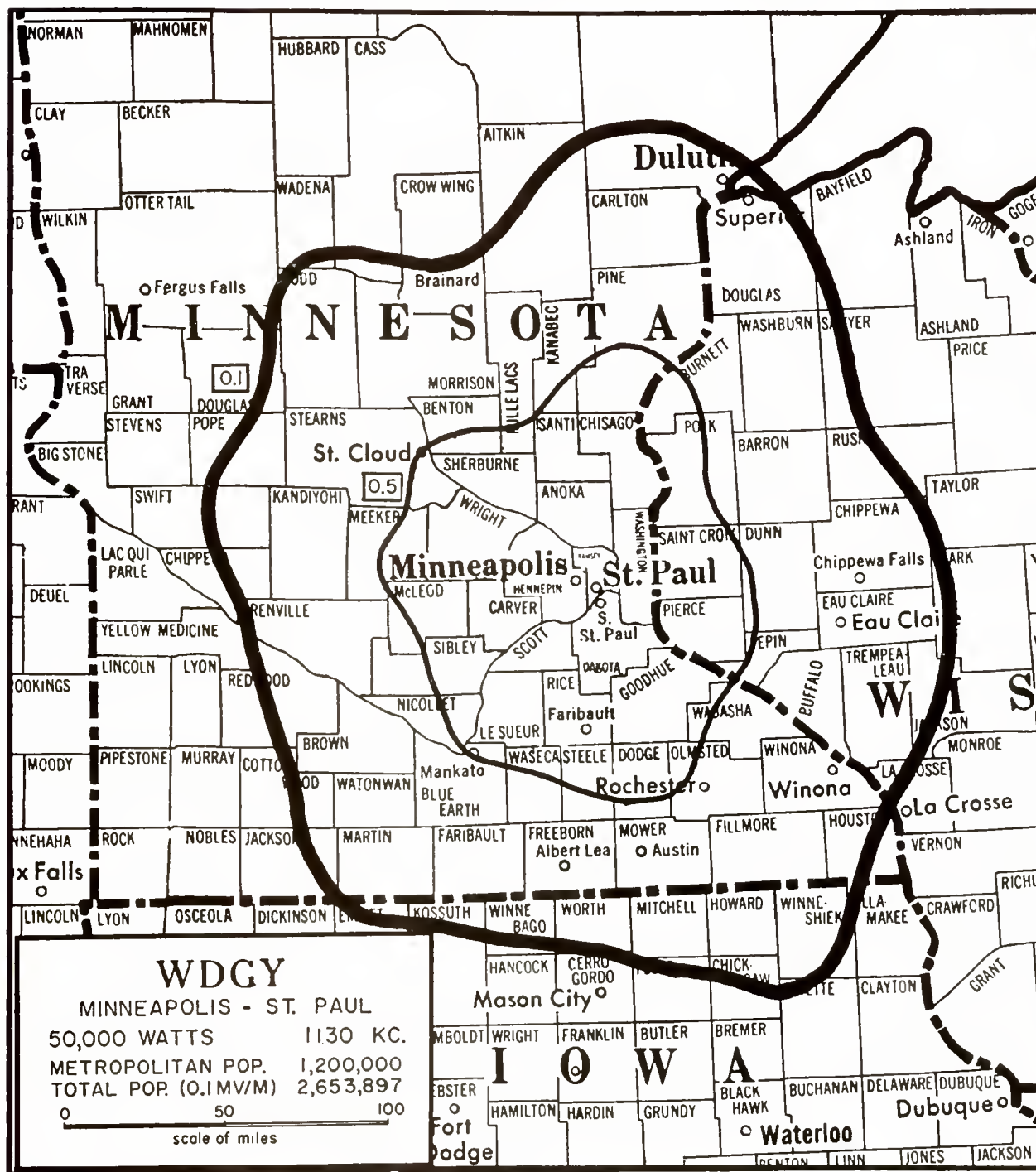
WLOL

MINNEAPOLIS - ST. PAUL
5000 WATTS — 1330 on your dial

Represented by A M RADIO SALES

WDGY

is the word for the **COVERAGE** **WDGY'S**
50,000 watts give you in **MINNEAPOLIS-ST. PAUL**



... and WDGY has an almost perfect-circle signal daytime. Watch what happens to radio listening when Mid-Century programming, ideas, music and news fill the Twin Cities air. Call WDGY General Manager Stephen Labunski or Avery-Knodel.

WDGY

Minneapolis-St. Paul 50,000 watts



MID-CENTURY BROADCASTING COMPANY
 President: Todd Storz

WDGY, Minneapolis-St. Paul
 Represented by
 Avery-Knodel, Inc.

KOWH, Omaha
 Represented by
 H-R Reps, Inc.

WHB, Kansas City
 Represented by
 John Blair & Co.

WTIX, New Orleans
 Represented by
 Adam J. Young, Jr.

MINNESOTA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Se
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
MINNEAPOLIS-ST. PAUL (Cont.)	WMIN*	1400	250w	-----	Headley-Reed	---	---	130	---	---	2	x	---	---	---	---	---	---	AP	
	WPBC	980	1kw-D	-----	Indie Sales	---	---	13	---	---	3	3	---	3	---	---	---	---		
	WTCN	1280	5-D,1-N	ABC	Katz	4	6	119	2	---	3	7	3•	---	2	---	---	UP		
MOORHEAD	KVOX	(See FARGO, N. D.)																		
NEW ULM	KNUJ	860	1kw-D	KBS	-----	---	---	x	---	70	---	7	4	1	3	---	---	AP		
OWATONNA	KOBK	1390	500w-D	KBS	-----	---	---	50	---	27	6	8	9•	2	5	---	---	UP		
RED WING	KAAA	1250	1kw-D	-----	-----	---	---	42	21	16	4	5	2	2	12	---	---	AP		
ROCHESTER	KROC	1340	250w	NBC	Meeker	8	---	15	7	6	1	21	2•	3	11	---	---	UP		
ST. CLOUD	KFAM*	1450	250w	NBC	Pearson	8	---	32	4	3	5	14	2•	3	2	---	---	AP		
	WJON	1240	250w	ABC	Rambeau	3	---	96	---	4	4	8	1	---	2	---	---	UP		
STILLWATER	WSHB	1220	250w-D	KBS	-----	---	---	70	10	4	3	14	3•	5	2	---	---	UP		
THIEF RIVER FALLS	KTRF	1230	250w	-----	-----	---	---	48	4	21	13	11	8•	3	14	---	---	UP		
VIRGINIA	WHLB	1400	250w	NBC	Hollingbery	7	---	20	4	5	5	18	3•	2	2	3	---	Se, T		
WADENA	KWAD	920	1kw	MBS	-----	4	---	20	1	30	12	20	10•	---	8	---	---	UP		
WILLMAR	KWLM	1340	250w	ABC	Pearson	5	---	43	14	12	11	23	5•	1	9	½	---	AP		
WINONA	KWNO*	1230	250w	ABC	Pearson	7	---	32	7	---	4	17	8•	½	6	---	---	AP		
WORTHINGTON	KWOA	730	1kw	-----	-----	---	---	38	6	2	13	18	2	4	14	---	---	UP		

NO INFORMATION: Albany, KASM; Breckenridge, KBMW; Eveleth, WEVE; Grand Rapids, KOZY; Little Falls, KLTF; Marshall, KMHL; Montevideo, KDMA; P. KLOH; Redwood Falls, KLGR.

MISSISSIPPI

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Sec
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
ABERDEEN	WMPA	1240	250w	-----	Best	---	---	56	1	12	7	6	---	---	---	---	6	UP		
BATESVILLE	WBLE	1290	1kw-D	-----	Best	---	---	30	3	15	10	9	x•	3	4	---	4	AP		
BILOXI	WLOX	1490	250w	MBS	Holman	x	6	100	1	---	10	21	x•	3	x	1½	---	UP		
	WVMI	570	1kw-D	-----	McGillvra	---	---	28	---	15	5	7	2	---	3	---	---	UP		
BOONEVILLE	WBIP	1400	250w	KBS	Best	---	---	67	6	32	8	7	2•	3	2	---	6	UP		
BROOKHAVEN	WCHJ	1470	1kw-D	-----	---	---	---	36	---	35	7	7	3•	2	4	---	---	AP		
CANTON	WDOB	1370	1kw-D	KBS	Indie Sales	---	---	24	---	30	2	2	1	---	2	---	10	UP		
CENTREVILLE	WGLC	1580	250w-D	KBS	Continental	x	---	13	2	14	4	11	2	---	2	---	10	UP		
CLARKSDALE	WKDL	1600	1kw-D	-----	---	---	---	40	---	21	8	12	2	5	4	---	28	UP		
	WROX	1450	250w	MBS	McGillvra	4	---	65	4	5	5	20	10•	2	3	---	25	AP		
CLEVELAND	WCLD	1490	250w	-----	Best	---	---	---	---	27	---	---	2•	---	10	---	18	AP		
COLUMBIA	WCJU	1450	250w	M,K	-----	6	---	15	---	8	6	11	5•	---	1	---	1	AP		
COLUMBUS	WACR	1050	1kw-D	KBS	Best	---	---	17	3	8	14	6	2•	3	3	---	6	UP		
	WCBI	550	1kw	M,K	McGillvra	4	---	54	4	8	6	19	x•	1	2	---	---	AP		
CORINTH	WCMA	1230	250w	MBS	Burn-Smith; D-C	4	---	24	1	10	3	14	1•	1	x	---	½	UP		
GREENVILLE	WGVM	1260	1kw-D	---	Devney	---	---	75	---	---	---	7	---	---	---	---	---	UP		
GRENADA	WNAG	1400	250w	MBS	McGillvra	5	---	62	7	24	---	20	12•	---	---	---	6	---		
GULFPORT	WGCM*	1240	250w	ABC	Bogner & Martin	9	---	24	7	3	6	14	4•	---	½	---	4	AP		
	WVMI	(See BILOXI)																		
HATTIESBURG	WBKH	950	5kw-D	-----	Indie Sales	---	---	45	2	35	11	8	4	3	1	---	11	UP, S		
	WFOR*	1400	250w	N,K	McGillvra	6	---	40	12	25	4	27	8•	2	2	---	---	UP		
	WHSY	1230	250w	A,M	Thos. Clark	10	---	23	4	16	5	14	15•	---	3	---	5	AP		
HAZLEHURST	WMDC	1220	250w-D	KBS	McGillvra	---	---	63	4	19	7	10	2	3	3	---	7	UP		
HOUSTON	WCPC	1320	1kw-D	-----	---	---	---	26	1	46	8	2	2	1	2	---	8	UP		
INDIANOLA	WNLA	1380	500w-D	KBS	Thos. Clark	---	---	20	3	10	6	2	3•	¼	1	---	8	AP		
JACKSON	WJDX*	620	5-D,1-N	NBC	Hollingbery	9	---	5	2	4	3	11	1	2	5	---	---	UP		
	WJXN	1450	250w	-----	Indie Sales	---	6	160	7	---	2	x	x	---	7	---	---	INS		
	WOKJ	1590	1kw-D	-----	McGillvra	---	---	60	---	---	25	x	2•	2	1½	---	84	UP		
	WRBC	1300	5-D,1-N	MBS	Branham	4	---	48	1	8	4	8	x•	---	3	---	26	AP		
	WSLI	930	5kw	ABC	Weed	9	---	10	9	12	8	7	3•	---	6	---	---	AP		
LAUREL	WAML	1340	250w	N,K	Hollingbery	7	---	43	5	19	7	15	6	---	3	---	3	AP		
	WLAU	1490	250w	A,M	McGillvra	6	---	40	6	9	13	11	18•	---	3	---	7	UP		
LOUISVILLE	WLSM	1270	1kw-D	---	Best	---	---	20	---	30	8	6	4•	4	6	---	10	AP		
MERIDIAN	WMOX	1240	250w	MBS	McGillvra	3	---	84	2	14	5	15	20•	10	2	---	15	AP		
	WTOK	1450	250w	ABC	Walker	8	---	37	2	5	3	9	4•	1	1	---	5	INS		
NEW ALBANY	WNAU	1470	500w-D	KBS	---	---	---	24	18	9	10	9	4•	2	3	---	---	AP		
NEWTON	WFGA	1410	1kw-D	---	Best	---	---	60	3	12	10	---	1•	3	3	---	6	---		

SYMBOLS:

* am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
--- category un times

MISSISSIPPI (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
MOBILE	WSUH	1420	1kw-D	-----	Best	---	---	53	6	2	5	x	5•	3	3	---	5	UP;W
PHILADELPHIA	WHOC	1490	250w	KBS	Best	---	---	56	1/2	21	7	10	2	2	2	---	4	UP;C
CAJONE	WRJW	1320	5kw-D	-----	McGillvra	---	---	12	1	24	9	5	1/2	2	1/4	---	1/2	AP
PELO	WELO	1490	250w	M,K	McGillvra	4	---	85	5	12	---	11	8•	---	---	---	2	AP;T
CKURG	WQBC	1420	1-D,500-N	M,K	Bogner & Martin	x	---	42	14	2	7	12	2	---	---	---	---	AP;C,Se
	WVIM	1490	250w	-----	Indie Sales; D-C	---	---	70	---	24	---	12	1•	6	---	---	6	UP
AYESBORO	WABO	990	250w-D	-----	Best	---	---	36	6	10	3	7	3•	1	2	---	3	AP
ESTPOINT	WROB	1450	250w	MBS	McGillvra	6	---	62	5	11	10	14	5•	4	2	---	7	---

INFORMATION: Amory, WAMY; Biloxi, WDEB; Brookhaven, WJMB; Forrest, WMAG; Greenville, WJPR; Greenwood, WABG, WGRM; Jackson, WJQS; Kosciusko, WKOZ; Natchez, WMB; McComb, WAPF, WHNY; Meridian, WCOC; Natchez, WMIS, WNAT; Pascagoula, WPMP; Starkville, WSSO; Tupelo, WTUP; Yazoo City, WAZF.

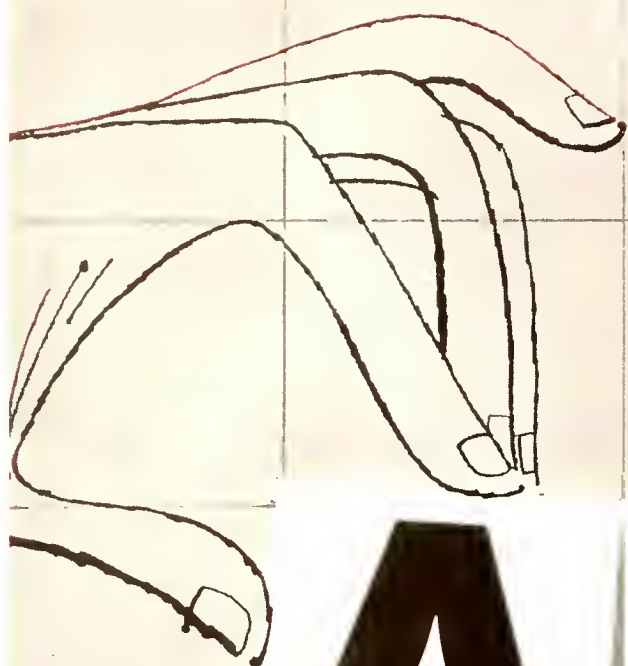
MISSOURI

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
MOBILE	KWRT	1370	1kw-D	---	Indie Sales	---	---	42	8	15	4	12	6•	3	3	---	---	AP;St
MOBILE	KGHM	1470	500w-D	---	Indie Sales	---	---	---	---	---	---	---	---	---	---	---	---	AP
PELLEGRIN	KFVS	960	1-D,500-N	MBS	Pearson	x	---	---	---	---	---	---	---	---	---	---	---	UP
ST. LOUIS	KDMO	1490	250w	KBS	Continental	14	---	45	3	12	6	9	2	---	8	---	---	AP;LW
ST. LOUIS	KCHR	1350	1kw-D	KBS	Continental	---	---	30	4	21	7	7	x	---	2	---	4	AP;T
ST. LOUIS	KCHI	1010	250w-D	---	Best	---	---	40	4	2	2	9	3•	4	5	---	---	AP
ST. LOUIS	KDKD	1280	1kw-D	---	Devney	---	---	40	---	15	---	8	---	2	10	---	---	UP;W
ST. LOUIS	KBIA	1580	250w-D	---	Best	---	---	60	---	---	2	21	x	---	2	---	---	AP
ST. LOUIS	KFRU	1400	250w	ABC	Webb	6	---	40	10	4	4	21	4•	2	6	---	---	AP,INS; LW,T,W
ST. LOUIS	KREI	800	1kw-D	---	Best	---	---	60	---	2	3	2	3•	---	2	---	---	AP
ST. LOUIS	KJCF	1010	250w-D	---	---	---	---	7	---	5	7	1	1	---	2	---	---	UP
ST. LOUIS	KFMO	1240	250w	MBS	---	---	---	25	---	10	10	20	---	2	3	---	---	UP
ST. LOUIS	KFAL	900	1kw-D	---	Paschall	---	---	30	1	26	10	8	4•	---	9	---	---	UP;St
ST. LOUIS	KHMO	1070	5kw	MBS	Pearson	4	---	80	11	---	8	4	x•	---	16	---	---	AP
ST. LOUIS	KIMO	1510	1kw-D	---	Best	---	---	20	---	50	3	4	1•	---	1	1	---	AP;T
ST. LOUIS	KLIK	950	5kw-D	---	Walker	---	---	53	---	2	---	17	x•	9	16	---	---	UP;St,LW
ST. LOUIS	KWOS	1240	250w	M,K	Bogner & Martin	x	---	16	9	10	7	15	11•	2	10	---	---	AP;T
ST. LOUIS	KFSB	1310	5-D,1-N	---	Meeker	---	---	x	x	x	3	21	10•	---	6	---	---	UP;W
ST. LOUIS	KOAM	(See PITTSBURG, KANS.)																
ST. LOUIS	WMBH*	1450	250w	MBS	Sears & Ayer	6	---	56	30	14	9	26	21•	5	3	---	---	AP;T

PULSE SURVEY SHOWS**1ST . . MORNING, NOON, & EVENING**

REPRESENTED BY

JOHN BLAIR & CO.



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MISSOURI (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Set
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
KANSAS CITY	KCKN	(See KANSAS CITY, KAN.)																		
	KCMO*	810	50-D,10-N	CBS	Katz	5	6	25	6	8	9	18	2*	1	8			AP, C, L, T		
	KMBC-KFRM	980	5kw	ABC	Free & Peters	5		66	3	9	3	12	3*	3	4		2	AP, P, W		
	KPRS	1590	1kw-D		McGillvra			7			16	5	1			1	84	AP		
	KUDL	1380	1kw-D		Forjoe			84		12		7	1½					UP		
	WDAF	610	5kw	NBC	Christal		½	17	9			3	1		8			AP, S		
	WHB	710	10kw		Blair		6	166			3	12	1		1		All			
KENNETT	KBOA*	830	1kw-D					37	3	30	6	8	3*		4			AP, W		
KIRKSVILLE	KIRX	1450	250w	A, K		5		40	5	5	11	19	9*		6			AP		
MALDEN	KTCB	1470	1kw-D	KBS				40		23	6	3	1	2	1			UP		
MARSHALL	KMMO	1300	1kw-D		Pearson			12	1	7	6	7	2*	1	5			UP		
MARYVILLE	KNIM	1580	250w-D	KBS		¼		45	2	22	5	14	2*	10	4			AP		
MOBERLY	KNCM	1230	250w					65	2	2	5	7	2*	7	3		10	AP, W		
MOUNTAIN GROVE	KLRS	1360	1kw-D					35		17	4	16	3*	3	7			AP, W		
NEOSHO	KBTN	1420	500w-D	KBS				32	1	16	6	3	2*	1	4			AP		
NEVADA	KNEM	1240	250w	KBS	Best			70	8	6	8	18	10*		5			UP		
OSAGE BEACH	KRMS	1150	1kw-D					43	½	18	6	8	2*	2	2			AP		
POPLAR BLUFF	KWOC*	930	1-D,500-N		Pearson			50	3	9	10	2	2*	1	x			UP, W		
ROLLA	KTTR	1490	250w					25	14	21	6	14	6*	4	3			AP		
ST. JOSEPH	KFEQ	680	5kw	MBS	Headley-Reed	4		31	2	24	7	12	x*	6	12			AP		
	KRES	1550	5kw	KBS	Thos. Clark			60		25	5	x	4*	6	2			AP		
ST. LOUIS	KATZ	1600	1kw		Forjoe		1	x			42	x	2				126	AP		
	KMOX	1120	50kw	CBS	CBS Spot Radio		6	63	5	8	2	18	6*	6	5			AP, A		
	KSD	550	5kw	NBC	NBC Spot	10		46	18	9	5	25	5*	x	4			AP, W		
	KSTL	690	1kw-D		Everett-McK			9		13	17	2			8	3	18			
	KWK	1380	5kw	MBS	Katz	4		85	2	2		7	3*					AP		
	KXLW	1320	1kw-D		Pearson			82			3	2	3	3			88	UP		
	KXOK	630	5kw	ABC	Blair	3		92	11		8	18	11*					UP		
	WEW	770	1kw-D		Bolling			2	1	60	3	6	x*	1	x			UP		
	WIBV	(See BELLEVILLE, ILL.)																		
	WIL	1430	5kw		Webb		2	124	8	15	4	15	1	x	2		6	AP		
SALEM	KSMO	1340	250w					41		9	8	22	13*	2	3			AP		
SEDALIA	KDRO	1490	250w	M, K	Pearson	1		24	4	29	3	10	7*	2	2			AP		
	KSIS	1050	1kw-D		Best			41		11	3	13	2	2	3			AP, T		
SIKESTON	KSIM	1400	250w					56	8	2	9	5	x*		3		3	AP		
SPRINGFIELD	KGBX	1260	5kw	NBC	V, R, & McC	10		23	3	3	6	15	1*	1	1			AP		
	KICK	1340	250w	MBS	McGillvra			99			20	x	12*					UP		
	KTTS*	1400	250w	CBS	Sears & Ayer	11		44	3		2	18	20		2			AP		
	KWTO	560	5kw	ABC	Pearson	4		15	7	33	11	21	2*	3	7			UP		
THAYER	KALM*	1290	1kw-D	KBS		1		31	4	27	8	8	4*	2	4			AP		
TRENTON	KTTN	1600	500w-D	KBS				35	2	6	4	15	3	2	4			AP		
UNION	KLPW	1220	250w-D		Indie Sales			51	7	42	10	8	3*	5	4			AP		
WARRENSBURG	KOKO	1450	250w		Forjoe			65	3	9	3	6	5*	6	6			AP		
WARRENTON	KWRE	730	500w-D	KBS	Continental			13	14	22	18	12	6*	2	12			UP		
WEST PLAINS	KWPM	1450	250w	KBS				20	3	20	10	15	14*		7			AP		

NO INFORMATION: Cape Girardeau, KGMO; Caruthersville, KCRV; Joplin, KSWM; Lebanon, KLWT; Mexico, KXEO; Monett, KRMO; St. Genevieve, KSGM; St. Joseph, USN

MONTANA

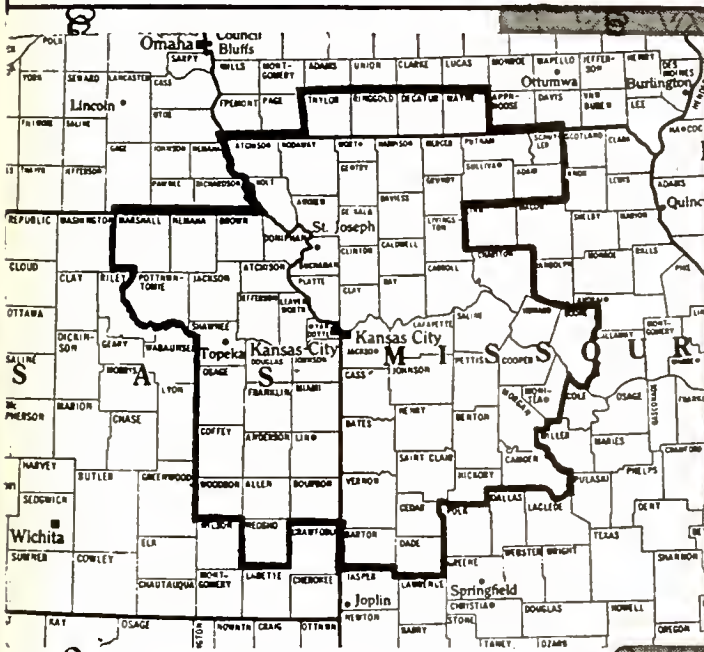
City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Set
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
ANACONDA	KANA	1230	250w	_____	Gill-Perna			50	10	15	3	8	6•	3	1	1	___	UP		
BILLINGS	KBMV	1240	250w	MBS	Avery-Knodel	7	1	44	13	3	1	19	5•	4	2	___	___	AP		
	KGHL	790	5kw	NBC	Katz	6	___	13	2	4	8	19	6•	14	6	___	___	UP		
	KOOK	970	5kw	CBS	Headley-Reed	7	1½	40	5	5	2	10	6•	3	3	___	___	UP		
BOZEMAN	KBMN	1230	250w	_____	Gill-Perna			21	24	14	10	18	3•	2	3			UP		
BUTTE	KOPR	550	1kw	ABC	Avery-Knodel	9	___	51	5	1	6	18	6•	___	___	___	___	UP		
	KXLF	1370	5kw	NBC	Walker	6	___	40	7	17	2	22	2	2	2	1	___	UP		
GLASGOW	KLTZ	1240	250w	_____	_____			64	18	25	15	19	4•	4	4	___	___	AP		

SYMBOLS: * am-fm station
‡ fm stationD—daytime power
N—night power• local sports covered
† Mex. Amer. includedx figure unspecified
category unspecified

Sure, WHB dominates Kansas City. But how about area?

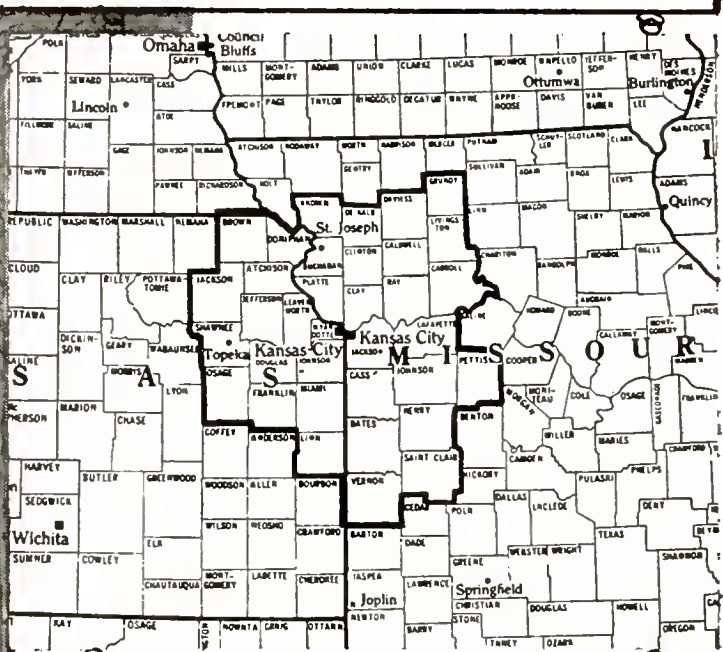
It's WHB's **REGION**, too!

The Proof's in PULSE and NIELSEN



70-County AREA PULSE

620,400 Radio homes
WHB is first in *every* time period!
Average share of audience 25% ahead of second station!



N.S.I. AREA

542,700 radio homes
WHB all-day average: 42.9% (second station: 16.6%)
WHB first by far in *every* time period!

Latest Kansas City Hooper (January-February, 1956) gives WHB whooping first place with 49.1%. WHB leads in every Hooper 1/4 hour, 6 a.m.-6 p.m., Mon.-Sat. So WHB dominates the metropolitan area as it dominates the whole area. More reason than ever to talk to the man from Blair, or WHB General Manager George W. Armstrong!

WHB

10,000 watts — 710 kc
KANSAS CITY



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

MONTANA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Negro
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign		
GLENDIVE	KXGN	1400	250w					66	4	9	6	4	4•	6	3			U
GREAT FALLS	KBCF	1450	250w	KBS	Webb			76	45		2	6	3	10				U
	KFBB	1310	5kw	CBS	Bolling	x		93	1	2	5	9	5•	2	9			U
	KMON	560	5kw	A,M	Avery-Knodel	8		20	2	13	14	14	14•	¼	13			A LW
	KXLK	1400	250w	NBC	Walker	15		25				22	4	4	7			
HAVRE	KOJM	610	1kw	M,K	Avery-K; Cooke	8		28	21	3	12	27	34•	3	7			U AP
KALISPELL	KGEZ	600	1kw	M,K	Cooke	3		47	2	5	7	15	9•	½	½			U Se
LEWISTOWN	KXLO	1230	250w	MBS		8		35	15		5	16	3•		6			U
LIBBY	KLCB	1230	250w	KBS	Paschall			30	15	7	6	10	5•	3	5			U M
MILES CITY	KATL	1340	250w	M,K	Avery-Knodel	6		12	7	10	6	18	6•	1	2			U T
MISSOULA	KGO	1290	5kw	CBS	Gill-Perna	8		24	10	10	5	18	6•	1	6			U LW
	KXLL	1450	250w	NBC	Walker	x		18	3	5	2	20	6•	x				U
SIDNEY	KGCX	1480	5kw	MBS	Gill-Perna			30		7	10	16	x•		10	½		U

NO INFORMATION: Bozeman, KXLQ; Butte, KBOW; Helena, KCAP, KXLJ; Livingston, KPRK; Shelby, KIYI.

NEBRASKA

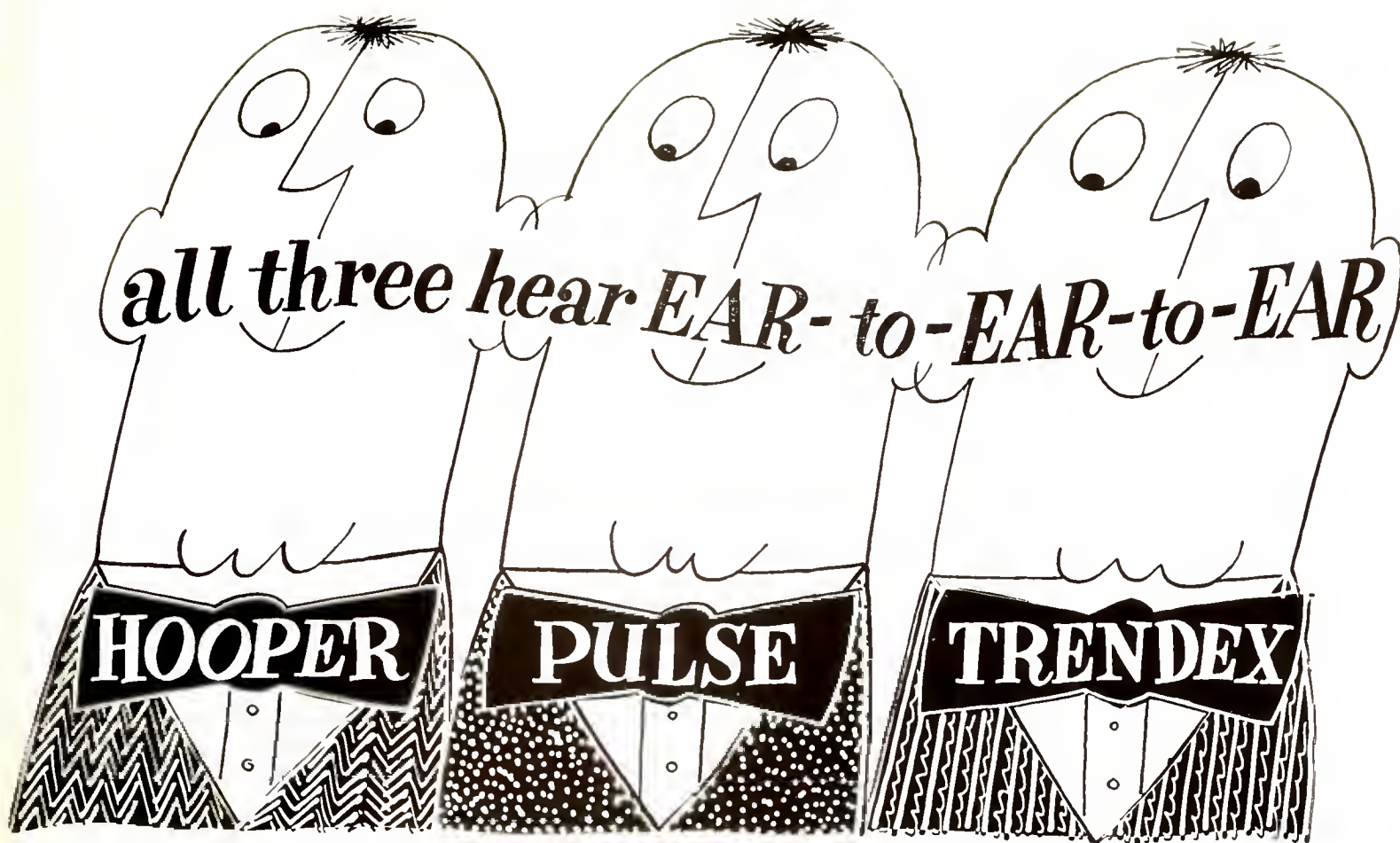
City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Negro	Notes
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign			
ALLIANCE	KCOW	1400	250w		McGillvra			59	6	4	3	15	4*	3	4			U	W
BEATRICE	KWBE	1450	250w	M,K		2		41	15	7	10	13	6*	3	6			A	Co
BROKEN BOW	KCNI	1280	1kw-D					x	4	x	4	6	3	3	4				
CHADRON	KCSR	1450	250w					20	10		8	11	4*	10	5			A	F
COLUMBUS	KJSK	900	1kw-D	KBS	Continental			14	3	14	21	8	1	1	3	10		A	F
FREMONT	KFGT	1340	100w					80	3		3	13	x*		1/2			A	C
GRAND ISLAND	KMMJ	750	1kw-D	ABC	H-R	3		21	1	9	5	10	3*	4	18			U	
	KRCI	1430	1kw		Bogner & Martin			54	9	11	3	2	4*	2	4	1/2†		A	2
KEARNEY	KGFV	1340	250w	MBS	Holman	4		45	9	3	5	15	3*	4	5			U	
LEXINGTON	KRVN	1010	25kw-D		Raymer			31	5	10	10	9	3*	5	24			A	8
LINCOLN	KFOR	1240	250w	ABC	Raymer	x		90	13		10	15	4*	3	1/2			A	1
	KLIN	1400	250w	MBS	Rambeau	2		68	17		3	17	6*	4				A	BL
	KLMS	1480	1kw	KBS	McGillvra		2	94	9	9	2	15	1	3	10			U	St
McCOOK	KBRL	1300	1kw-D	MBS	McGillvra	3		44	4	3	6	9			4			A	St
NORFOLK	WJAG	780	1kw		Walker			21	2	5	7	17	2*	6	12			A	SLW
NORTH PLATTE	KODY	1240	250w	NBC	Meeker	6		29	2	2	5	22	2*	2	5			A	F, W
OGALLALA	KOGA	930	500w-D	KBS	Indie Sales			8	1	3	2	28	2*	2	2			U	F
OMAHA	KBON	1490	250w	M,A	Pearson	5		40	6	6	8	22	3*	2				A	F
	KFAB	1110	50kw	NBC	Free & Peters	7	5	47	3	5	13	31	6*	7	13			A	NS
	KOIL	1290	5kw		Avery-Knodel		6	80	10		3	21	4*					A	NS
	KOWH	660	500w-D		H-R			160			2	7	1/2		1/2				
	WOW	590	5kw	CBS	Blair	8	6	72	4	4	3	25	3*	1	6			U	NS
SCOTTSBLUFF	KNEB	960	1kw	MBS	Holman	5		45	8	6	8	25	15*	2	10	3†		A	BL
	KOLT	1320	5-D, 1-N	CBS	Gill-Perna	8		10	2	14	2	41	2*	9	3			U	W
SIDNEY	KSID	1340	250w	ABC	McGillvra	9		47	4	2	6	16	3*		2			U	St

NO INFORMATION: Hastings, KHAS; North Platte, KNBR; York, KAWL.

NEVADA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Negro	vices
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign			
CARSON CITY	KPTL	1400	250w	_____	_____	_____	_____	51	25	18	5	9	7•	3	5	_____	_____	U	Se
ELKO	KELK	1240	250w	MBS	_____	_____	6	_____	18	6	4	3	11	2•	_____	3	_____	_____	U
HENDERSON	KBMI	1400	250w	_____	Bdcast Time Sls	_____	6	162	_____	_____	_____	x	x	_____	_____	_____	_____	A	
LAS VEGAS	KLAS	1230	250w	CBS	Weed	_____	x	1	37	8	9	_____	15	7•	4	_____	_____	1	AF
	KORK	1340	250w	NBC	Pearson	_____	8	_____	67	_____	_____	_____	15	3•	_____	_____	_____	2	U
	KRAM	920	1-D,500-N	MBS	Avery-Knodel	_____	6	1	60	6	1	5	13	x•	_____	_____	_____	_____	U

SYMBOLS: { * am-fm station
‡ fm stationD—daytime power
N—night power* local sports covered
† Mex. Amer. includedx figure unspecified
— category unknown



No matter who asks the questions in **Omaha,**
the answer is **KOWH**

44.7%! That's the average share of audience the latest available Hooper gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . gradually increasing its first-place dominance, until now KOWH is first in *every* time period of *every* survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good coverage (660 KC) are working hard and getting good results for national and local advertisers. No matter which rating habit you have—you can feel secure with KOWH because all 3 hear Omaha radio ear-to-ear-to-ear. Chat with the **H-R** man, or KOWH General Manager **Virgil Sharpe**.



MID-CONTINENT BROADCASTING COMPANY

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NEVADA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										S
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
RENO	KNEV	95.5	10.5kw					15	61	6	2							
	KOLO	920	1kw	CBS	Pearson	8	6	108	11	1	2	36	10*	x	1			UF
	KONE	1450	250w				6	160			1	6						AP
	KWRN	1230	250w	ABC	W. S. Grant	5		79	10		4	37	x*	5			1	AF

NO INFORMATION: Ely, KELY; Las Vegas, KENO, Reno, KATO, KOH; Winnemucca, KWNA.

NEW HAMPSHIRE

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										S
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
CONCORD	WKXL	1450	250w	CBS	Walker	7		12	7	3	3	9	3*					UF
KEENE	WKNE	1290	5kw	CBS	Meeker	9		40	10	1	5	6	2*	1	1			AP
LACONIA	WLNH	1450	5kw-D		W. S. Grant			45	10		5	9	1	4	1			AP
MANCHESTER	WFEA	1370	5kw	CBS	Everett-McK	5		90		2	4	19	3*	5	2	2		AP
	WKBR*	1240	250w		Young	1		75	2	2	2	16	2*	4	3	11		UP
	WMUR	610	5kw	ABC	Weed	5		65	4	6	7	25	5	4	3	2		UP
NASHUA	WOTW*	900	1kw-D		Walker			50	1	1	5	12	3	1	2	5		UP
ROCHESTER	WWNH	930	5kw-D		Webb			38	26	11	4	8	1/2	1	1	3		UI

NO INFORMATION: Berlin, WMOU; Claremont, WTSV; Lebanon, WTSL; Portsmouth, WHEB.

NEW JERSEY

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										S
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ASBURY PARK	WJLK*	1310	250w					20	23		7	8	6*	3	1/2		2	AP
ATLANTIC CITY	WFPG	1450	250w	CBS	Pearson	10	2	40	9	1	4	14	4	3	2	2	5	UF
	WLDB	1490	250w	MBS		8		85	25	11	20	50	20				10	UF
	WMID	1340	350w	ABC	Stars National	4	6	105	11	6	11	14	4*	3	6	1	9	AP
BRIDGETON	WSNJ*	1240	250w		T. Clark; GMB			70	19		9	10	2*	2	10	2	1	UP
CAMDEN	WCAM	1310	250w				6	168				14	2			3	84	UF
	WKDN	800	1kw-D		Rambeau			36	12	12	5	3	2*	1	1	2	6	AP

WHEN YOU THINK RADIO

THINK 

EXCELLENT:

- Saturation Packages
- Network Adjacencies
- Local Programming

LESS THAN 50¢ PER IMPRESSION per THOUSAND

CBS

NEVADA'S MOST LISTENED TO STATION—Dial 920

NEW JERSEY (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ILLILIE	WMLV	1440	1kw-D					35	15	6	7	8	x•	2	3	3		UP;LW
ORSTOWN	WMTR	1250	1kw-D					14	10	1½	3	7	3•		1			AP;LW
EWARK	WAAT*	970	5kw		Forjoe		1	80	4	30		12	2				10	AP;Se
	WHBI	1280	3-D,1-N				2				20						19	
	WNJR	1430	5kw				1	116			16	35	1				132	UP
	WYNJ	620	5kw				3	106			3	11	1½•					UP;St
EW RUNSWICK	WCTC	1450	250w					70	10	4	5	18	7•		3	4		AP;LW
EWYON	WNNJ	1360	500w-D					60	17	4	6	15	1•	2	4			AP
TEJON	WPAT	930	5kw				2	137	x		6	x						
TEASANTVILLE	WOND	1400	250w		Cooke		2	100	40		7	10	x•		3			AP;St,T
RENDON	WBUD	1260	5-D,1-N		United			89				7	2•	2		13	16	AP;W
	WTNJ	1300	250w-D		Webb			x			3	1	3•		1	4	3	UP
	WTTM	920	1kw	NBC	Forjoe			68	6		3	17	2	1	1½	2	3	AP
NEKIND	WWBZ	1360	1kw		Gill-Perna			60			5	20	6		6	2		UP;W
ASHINGTON	WCRV	1580	250w-D					26	17	3		x	1½		1			AP;Se
ILDWOOD	WCMC	1230	100w	KBS				80	6		3	7	1	5	3	1		AP

NEW MEXICO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
AMGORDO	KALG	1230	250w	M,K		6		73	5	30	5	24	7•	3	4		¼	UP;T
BUERQUE	KABQ	1340	250w		R. O'Connell			19			1	x	4•	1	1	52†		AP;T
	KDEF	1280	1kw-D		McGillvra			54	7	9	3	7	1	2				AP;St
	KGGM	610	5kw	CBS	Weed	8		30	6	8	2	15	3•	1	1	6		AP;W
	KHFM†	96.3	1400w		GMB			29	90		2	x						C
	KOB	770	50-D,25-N	NBC	Branham	39	1	53	1	8	12	11	5•	2	3	5		UP;LW
	KQUE	1240	250w	A.M	Pearson	x		28	8	64	6	16	3•		2	4†		UP;A
TESA	KSVP	990	1-D,250-N	M,K		8		x	30		14	22	x•	6	9	9†		UP;C,St
RLAD	KAVE	1240	250w	CBS		8		54	3	5		17	4•	3	1½			AP
	KPBM	740	1kw		McGillvra			23	10	10	5	2	5•		3	3†		AP;T
AYON	KLMX	1450	250w	KBS	Best			22	6	18	9	2	4•	2	4			UP;T
OV	KCLV	1240	250w		Pearson			83	10	10	5	7	5•			3†	3	UP;LW
MIN	KOTS	1230	250w-D	KBS				42	4	6	4	11	1•	2	2	6†		UP;W
RMINGTON	KVBC	1240	250w	MBS		5		28	9	24	2	11	2•		2	6		UP;W
LLU	KGAK	1330	5-D,1-N		McGillvra			50	10	20	6	3	2•		1	26†		AP;LW,W
DBB	KHOB	1280	1kw-D					45	3	20	8	x	4•		4			AP
	KWEW	1480	1kw	MBS	Branham	8		37	2	25	9	14	12•	1		2†	10	UP;W
S CJCES	KOBE	1450	250w	M,K		5		10	3		2	8	3	2	2	9†		UP;LW
S VGAS	KFUN	1230	250w	ABC	Best	x		x	x	x						14		UP;LW,St
S AMOS	KRSN*	1490	250w	ABC	Pearson	6		39	32	3	4	19	2•	1		¼†		AP;A
VINTON	KLEA	630	500w-D					43		40	12	12			12	1†		UP;St
RTAES	KENM	1450	250w	KBS				x	36	19	8	x	6•	1	15			UP;LW, McG
TON	KRTN	1490	250w	ABC	Best	5		67	3		2	10	4•		½			LW
SW L	KBIM	910	5kw-D	KBS	Thos. Clark			30	4	22	3	9	3	1	3			AP
	KGFL	1400	250w	MBS	Branham	6		12	12	12	8	14	11•		3	6†		UP;LW
	KSWs	1230	250	NBC	Meeker	9		27	9	4	2	19	9•		8			AP;T
NT/FE	KTRC	1400	250w	ABC	McGillvra	5		20	20	2	9	12	5•	3		17†		UP;A
VEICITY	KSIL	1340	250w	CBS	Branham	8		18	3	6		14	3•	2	2	7†		AP
UTOR CONSO.	KCHS	1400	250w	KBS	Continental	1½		55	6	12	5	11	3•	2	2			AP;C,T
CUICARI	KTNM	1400	250w	MBS		5		30	1	7	5	15	4•		1	5†		UP;W

INFORMATION: Clovis, KICA; Santa Fe, KVSE.

NEW YORK

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
BAN	WABY	1400	250w		Rambeau		1	105	2	5	5	4	1			3		
	WOKO	1460	5kw	MBS	McGillvra	x		70	8	6	2	18	3•	2	2	5		AP
	WPTR	1540	50kw	ABC	Weed	18		50	5	6	7	18	20•	4	1	1		AP,UP;W
	WROW	590	5-D,1-N	CBS	Avery-Knodel	6	1	25			5	15	2		2			UP;T
ASTIDAM	WCSS	1490	250w		McGillvra		¼	92	6	12	12	3	2	3	2	24		UP
BUH	WMBO*	1340	250w	MBS	Clark	6		46	24	4		21	3•	1	3	1		AP

MBS: { * am-fm station
† fm stationD—daytime power
N—night power• local sports covered
† Mex. Amer. includedx figure unspecified
--- category unclaimed

NEW YORK (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
BATAVIA	WBTA	1490	250w	MBS		3		71	4	3	8	23	1*	5	2		4	AI	
BINGHAMTON	WENE	(See ENDICOTT)																	
	WINR	680	1-D,500-N	NBC	Hollingbery	8		48	1	1	5	15	2					UI	
	WKOP	1360	5kw	MBS	Bolling	1		93	3	4	5	21	35	x	1	7		AI	
	WNBF	1290	5kw	CBS	Blair			5	1		7	x	2	1	1				
BOONVILLE	WBRV	900	500w-D	KBS				18	8	12	4	12	2	1	8			AI	
BUFFALO	WBEN*	930	5kw	CBS	Christal	10	1	40	2		2	15	3	3	3			AI	
	WBNY*	1400	250w		Burke-Stuart			92	18	8	5	28	2			1		AI	
	WEBR	970	5kw	MBS	Katz	4	2	87	5	2	4	15	7*	2				AI	
	WGR	550	5kw	NBC	Free & Peters	x	1	50	4	2	12	18	7*	1	2			UF	
	WKBW	1520	50kw	ABC	Avery-Knodel	4	6	77	½	16	7	14	7	3	4	4	11	UI	
	WWOL*	1120	1kw-D		Forjoe			40			2	3		1		26		UI	
	WCLI*	1150	250w	ABC	Cooke	8		50	16	6	6	15	15*	2	2		½	AF	
CORTLAND	WKRT*	920	1kw		Gill-Perna			75	6	19	6	14	3*	x	3			UF	
DUNKIRK	WFCB	1410	500w		Walker			60	11	5	7	7	8*		2	6		AF	
ELMIRA	WELM	1400	250w	C,A	Burn-Smith	7	6	84		1	5	39	3*	4	1		1	AF	
	WENY	1230	250w	NBC	Everett-McK	9	1	36	8		4	18	14*	7	4			AF	
ENDICOTT	WENE	1430	5kw	ABC	Radio-Tv Reps			55	9	8	7	19	6*	7	2			UI	
FREEPORT	WGBB	1240	100w					70	15	¼	7	16	3	1				A,T	
FULTON	WOSC	1300	1kw-D		Best			50	5	5	6	2	2*		4	2		UI	
GENEVA	WGVA	1240	250w	ABC	Cooke	8		51	13	2	2	18	5*		2			AF	
GLENS FALLS	WWSC	1450	250w	ABC	Devney	5		40	12	6		18	1	8				AF	
GLOVERSVILLE	WENT	1340	250w	CBS	Gill-Perna	8		22	15		3	60	1*	x		2		UF	
HEMPSTEAD	WHLI*	1100	250w		Gill-Perna			57	28		3	13	2	¼	¼			UI,T	
HORNELL	WLEA	1480	1kw-D	MBS	Gill-Perna	4		45	5	2	3	15	5	1	4	x		UF	
	WWHC*	1320	1kw		McGillvra			30	11	11	6	13	4*	3	5			UF	
HUDSON	WHUC	1230	250w		McGillvra			51	5	11	8	4	2	4	9			UF	
HUNTINGTON	WGSM	740	1kw-D		Rambeau			60	1		4	15			1			UF	
ITHACA	WHCU*	870	1kw-D	CBS		4		29	1	6	1	16	2*	6	2			UF,W	
JAMESTOWN	WJOC	1340	250w	MBS	Rambeau	8		47	7		7	26	2*		1	4		AF	
	WJTN*	1240	250w	ABC	V,R&McC	6		41	20	9	6	26	12	3	10	2		UF,Mc	
KENMORE	WXRA*	1080	1kw-D					49		1	6	28	5	3		7		UF	
KINGSTON	WKNY	1490	250w	MBS	Meeker	5		42	3	2	7	15	8*	6	1	½	½	UF	
LITTLE FALLS	WLFH	1230	250w	MBS	McGillvra	6		85	8	4	5	11		3		2			
LOCKPORT	WUSJ	1340	250w		Gill-Perna			40	14	7	6	16	2	3	4			AF	
MASSENA	WMSA	1340	250w	ABC	Weed	6		36	44	10	2	6	2*		2			UF	
MIDDLETOWN	WALL	1340	250w					72	14	3	4	14	2	2	2	2		AP	
NEWBURGH	WCNY	1220	1kw-D					45	22		3	17	2		2		x	AF	
NEW ROCHELLE	WNRC*	1460	500w-D					70	10	1	½	x	x*			4	7	AP	
NEW YORK	WAAT	(See NEWARK, N. J.)																	
	WABC*	770	50kw	ABC	Petry	8	1	51	4		9	21	1	3	2			AF	
	WBAI‡	99.5	18kw					30	55	2		7						AF	
	WBNX	1380	5kw					20	17	42	9	4	2			50		AP	
	WCBS*	880	50kw	CBS	CBS Radio Spot	x	6	48	1	1	3	16	1		½			All	
	WEVD*	1330	5kw				1	2	8			12				57	1		
	WGHF‡	101.9	20kw				3		70		2	x						UP	
	WHOM*	1480	5kw				2	x	x	x		x					130		
	WINS	1010	50kw		Burke-Stuart		6	108	10		6	4	15*					UP	
	WLIB	1190	1kw		Forjoe						17	x		x		33	46	AF	
	WMCA	570	5kw		AM Radio Sales		6	127				11	9*					AP	
	WMGM	1050	50kw		Hollingbery		2	98		6	4	24	21*	5				AP	
	WNEW	1130	50kw		Simmons		6	144	6		2	14			3			NY	
	WNJR	(See NEWARK, N. J.)																	
	WOR*	710	50kw	MBS		6	6	55	17		4	25	3*	5	3			UF,S,A	
	WOV	1280	5kw		Radio-Tv Reps		3	89	4		7	x		3		63	51	AP,ICG	
	WPAT	(See PATERSON, N. J.)																	
	WQXR*	1560	50kw		Raymer		1	8	95	2	2	9		3				NY	
	WRCA*	660	5kw	NBC	NBC Spot	9	6	15	30	½	3	18	2*	11	4			All	
	WVNJ	(See NEWARK, N. J.)																	
	WWRL*	1600	5kw				6	28			21	5	¼	3		127	46	AP	

NEW YORK (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
AGRA FALLS	WHLA*	1270	5kw-D	-----	Headley-Reed	1/2	---	18	---	13	4	7	x	3	---	20	1	---	UP;T
	WJLL	1440	1kw-D	-----	Pearson	---	---	50	---	18	7	6	2	2	1	1	1	---	UP
ARYCH	WCHN	970	500w-D	-----	McGillvra	---	---	33	11	12	4	11	2*	3	4	---	---	---	UP;T
DESBURG	WSLB	1400	250w	MBS	-----	4	---	36	3	5	12	24	8	3	2	---	---	---	UP
EA	WHLA*	1450	250w	ABC	Everett-McK	7	---	36	2	1	5	15	10*	---	1	---	---	---	AP
EOA	WDOS	1400	250w	-----	Radio-TV Reps	---	---	52	15	5	3	16	3*	5	8	---	---	---	UP;A
EOGUE	WALK*	1370	500w-D	-----	Webb	---	---	80	25	---	3	14	3*	1/2	2	2	2	---	AP;A,C
	WPAC	1580	1kw-D	-----	Keller	---	---	62	12	6	3	5	2*	2	1/2	---	---	---	UP
ESILL	WLNA	1420	1kw-D	-----	Rambeau	---	---	30	7	---	2	11	---	3	---	2	---	---	UP;W
AT BURG	WEAV	960	1kw	ABC	Gill-Perna	10	---	13	7	6	5	22	7*	1/4	1/4	---	---	---	UP;W
	WIRY	1340	250w	MBS	W. S. Grant	x	3	30	14	8	6	21	3*	2	3	1	---	---	AP;A,LW,T
UGKEEPSIE	WEOK	1390	1kw-D	-----	Everett-McK	---	---	x	5	1	2	5	1	---	6	1	---	---	UP;LW
	WKIP	1450	250w	ABC	-----	4	---	36	5	---	---	12	2*	---	1	---	---	---	AP;A
Y READ	WRIV	1390	500w-D	-----	Webb	1	---	21	20	4	2	11	2*	1	4	---	---	---	AP;C
CHTER	WBBF	950	1kw	MBS	V,R&McC	5	2	60	12	---	4	15	3*	3	---	---	---	---	AP;T
	WHAM	1180	50kw	NBC	Hollingbery	x	1	22	2	2	5	8	7*	5	10	---	---	---	AP
	WHEC	1460	5kw	CBS	Evcrett-McK	9	---	36	4	3	2	18	8	3	1/4	1/2	1/4	---	AP
	WHFM†	98.9	20kw	-----	Hollingbery	---	---	12	3	1	1	6	2	3	12	---	---	---	UP;W
	WRNY*	680	250w-D	-----	Rambeau	---	---	30	75	---	1	---	---	5	---	2	---	---	T,Se,A,St,C
	WSAY	1370	5kw	-----	Webb; Walker	---	1/2	83	1	11	8	15	1	---	---	6	2	---	INS
	WVET	1280	5kw	ABC	Bolling	8	---	66	9	3	6	19	6*	---	---	4	---	---	UP;A
	WNBZ	1450	250w	ABC	Rambeau	8	---	13	19	2	3	7	2*	---	---	---	---	---	AP;W
RAINGA SP'NGS	WSPN	900	250w-D	-----	-----	---	---	49	11	4	2	2	2*	2	1	---	---	---	AP;W
HENCTADY	WGY*	810	50kw	NBC	Christal	8	6	78	7	4	3	26	6	14	10	---	---	---	AP,UP;T
	WSNY	1240	250w	-----	-----	---	---	104	12	---	---	10	3*	---	---	7	---	---	AP;LW
RACSE	WFBL	1390	5kw	CBS	Free & Peters	x	---	29	12	---	1	20	3*	3	3	---	---	---	UP
	WHEN	620	5-D,1-N	A,C	Katz	3	---	50	17	1/2	8	20	2	3	2	1/2	---	---	AP;St
	WNDR	1260	5kw	MBS	Rambeau	2	6	112	6	10	2	12	15*	1	6	1	1/2	---	AP
	WOLF	1490	250w	-----	Walker	---	2	115	5	17	3	6	3	---	---	---	---	---	AP;St
	WSYR*	570	5kw	NBC	Christal	6	---	29	1	2	3	14	2*	3	15	---	---	---	UP;LW
	WTRY	980	5kw	-----	Blair	---	---	30	6	---	6	12	x*	6	6	7	---	---	UP;C
OY ICA	WGAT	1310	1-D,500-N	-----	Stars National	---	---	99	10	14	2	3	1	---	---	9	1/2	---	AP
	WIBX	950	5kw	CBS	Walker	x	1/4	41	9	17	2	20	3*	1	17	6	---	---	UP;W
	WRUN*	1150	5-D,1-N	ABC	Avery-Knodel	5	---	37	4	46	2	18	2	---	1	---	---	---	AP;C
ALTN	WDLA	1270	1kw-D	-----	Rambeau	---	---	28	---	6	2	6	2	---	14	---	---	---	UP
TEIOWN	WATN	1240	250w	MBS	Devney	x	---	10	11	5	8	x	7*	x	7	---	---	---	AP;St,Se
	WWNY*	790	1kw	CBS	Weed	9	---	45	7	4	1	16	3	3	2	---	---	---	UP;T,W
LLS LLE	WLSV	790	500w-D	-----	-----	---	---	50	4	9	3	7	2*	2	1	---	---	---	AP
ITEPLAINS	WFAS*	1230	250w	-----	Headley-Reed	---	---	17	49	---	---	14	2	---	---	---	---	---	LW,Se
RADIO NET	(17 am & 13 fm stations)				Avery-Knodel	17	---	10	50	3	2	6	1	---	18	---	---	---	UP;A

See imitations program 11 hours from WQXR and 6 hours of RRN daily: WHLD-FM Niagara Falls, WRRI Buffalo, WRRE Bristol Center, WHDL-FM Olean, WRRR Ithaca, RD eRuyter, WRUN-FM Utica-Rome, WWNY-FM Watertown, WMSA-FM Massena, WRRR Cherry Valley, WFLY Troy, WRRH Poughkeepsie, WEJL Scranton, Pa. The affiliates program partly from the network: WHLD Niagara Falls, WKBW Buffalo, WJAM Rochester, WJTN Jamestown, WICU Ithaca, WAGE Syracuse, WRUN utica-Rome, WWNY Watertown, WMSA Massena, WELM Elmira, WGY Schenectady, WKIP Poughkeepsie, WGNV Newburgh, WDLA Walton, WNBZ Binghamton, WQAN or

INFORMATION: Bristol Center, WRRE; Cherry Valley, WRRR; Corning, WCBA; De Ruyter, WRRD; Ithaca, WRRR; Liberty, WVOS; Malone, WICY; Mineola, WKBS; B Jers, WDLG; Potsdam, WPDM; Rome, WKAL; Ticonderoga, WIPS; Troy, WFLY; Wethersfield, WRRL.

NORTH CAROLINA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS											Services	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
BEARLE	WABZ	1010	1kw-D	-----	-----	---	---	50	5	20	10	7	1/2	5	12	---	---	---	AP;W	
HEBRO	WGWR*	1260	1kw-D	KBS	-----	---	---	40	5	20	9	25	7	5	2	---	---	---	UP;T	
HEVLE	WISE	1310	5kw	NBC	Bolling	9	---	42	---	---	---	9	---	---	5	---	---	---	AP	
	WLOS*	1380	5-D,1-N	A,M	V,R&McC	10	---	30	6	6	4	15	4*	4	6	---	---	---	UP;W	
	WSKY	1230	250w	-----	Pearson	---	1	25	2	72	23	11	1*	---	---	---	12	---	AP;LW	
	WWNC	570	5kw	CBS	H-R	9	---	45	3	10	4	13	x	1	4	---	---	---	UP;T	
UFCT	WBMA	1400	250w	-----	-----	---	---	76	16	20	21	2	10*	6	3	---	---	6	---	AP;W
MOT	WCCG	1270	500w-D	-----	Best	---	---	25	---	25	5	3	1	3	1/2	---	---	2	---	UP
VAID	WPNF	1240	250w	-----	-----	---	---	38	13	15	18	10	2*	2	2	---	---	2	---	AP

ABO: { * am-fm station
 { ‡ fm station

D—daytime power
 N—night power

* local sports covered
 † Mex. Amer. included

x figure unspecified
 category unclaimed

NORTH CAROLINA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
BURLINGTON	WBBB*	920	5kw	MBS	Interstate	x		23	2	6	8	6	8•	2	6	---	5	A	
	WFNS	1150	1kw		Bogner & Martin			50	2	23	11	11	5•	¼	6	---	4	U	
CANTON	WWIT	970	1kw-D					30	4	19	9	14	5•	3	3	---	6	U	
CHAPEL HILL	WCHL	1360	1kw-D		Indie Sales			40	21	20	2	7	4•					A	
CHARLOTTE	WAYS	610	5-D,1-N	ABC	Bolling	9		24	2	6	2	10	1	2	1	---		U	
	WBT	1110	50kw	CBS	CBS Radio Spot	7	2	31	4	14	9	13	2	3	2	---	¼	A	
	WGIV	1600	1kw-D		Forjoe			70		5	10	5	2	5	5	---	60	A	
	WIST	930	5-D,1-N	MBS	Free & Peters	3		67	13	1	5	10	16•	3	3	---		A	
	WMIT‡	106.9	325kw		Webb			53	64	6	3								
	WSOC*	1240	250w	NBC	II-R	9		30			4	7	1		3	---		A	
	WWOK	1480	1kw-D		Gill-Perna			79			5	9	4	3	½	---	23	U	
DUNN	WCKB	780	1kw-D	KBS				16	2	13	7	3	½	1	2	---	2	A	
DURHAM	WDNC*	620	5kw	CBS	Raymer	8		29	2	5	13	15	8•	3	5	---	8	U	
	WSRC	1410	1kw-D		Rambeau; D-C			x			x	x	x	x			91		
	WSSB	1490	250w	MBS	McGillvra	2		27		33	5	15	x•		2	---	24	A	
	WTK	1310	1-D,500-N	ABC	Bolling	6		70	9	11		15	8•	2	8	---	7	A	
EDENTON	WCDJ	1260	1kw-D		Best			25	7	14	3	7	2•	2	4	---	2	A	
ELIZABETH CITY	WCNC	1240	250w	MBS	Continental	5		35	1	20	12	17	3•	3	3		3	U	
	WCAI	560	1kw					60	6	5	10	25	6•	5	6		6	A	
ELKIN	WIFM*	1540	250w-D					28	4	26	5	7	x•	4	7	---		U	
FAIRMONT	WFMO	860	1kw-D			½		42	½	21	12	10	8	1	3	---	13	U	
FAYETTEVILLE	WFAI	1230	250w	CBS	Thos. Clark	9				8	6	20	10•	3	3	---	16	A	
	WFLB	1490	250w	ABC	Burn-Smith	10		40	2	8	10	23	x		2	---	15	A	
	WFNC*	1390	5-D,1-N	MBS	Walker	6		19	3	12	18	17	15•	1	6	---	14	U	
GASTONIA	WGNC*	1450	250w	ABC	Continental													U	
GOLDSBORO	WFMC	730	1kw-D					25	5	31	10	6	1	1	1	---	10	U	
	WGBR*	1150	5-D,1-N	ABC		4		50	1	13	3	17	8•		3	---	1	U	
GREENSBORO	WBIG	1470	5kw	CBS	Hollingbery	x		49	5	11	4	13	9•	2	3	---		U	
	WCOG	1320	1kw	ABC	Bolling	7		64	10	10	10	24	1	2	2	---		U	
	WGBG	1400	250w	MBS	Burn-Smith	4	½	55	8	30	6	11	3•	3	15	---	17	U	
GREENVILLE	WGTC	1590	5-D,1-N	MBS	Pearson	4		60	2	22	6	14	3	1	5	---	5	U	
HENDERSON	WHNC	890	1kw-D	M,K		1		40	2	44	6	8	4•		6	---	11	U	
	WHVH	1450	250w		Best			64	6	29	5	4	6•	3	4	---	20	U	
HENDERSONVILLE	WHKP	1450	250w	ABC	Cooke	9		35	9	12	12	12	6•	x	9	---	5	U	
HICKORY	WHKY	1290	5-D,1-N	A,M		x		41	7	14	12	12	3•	1	12	---	8	U	
	WIRC	630	1kw-D		Pearson			36	8	18	3	4	x	2	3	---		A	

SELL The tremendous NEGRO Market of DURHAM-RALEIGH
and Eastern North Carolina with WSRC DURHAM, N. C.
 "Only station in Eastern North Carolina Programming to this tremendous Market"

TOP PULSE RATED IN BOTH DURHAM AND RALEIGH

Serving over 250,000 Negroes with extremely high incomes. 1950 Census.

42% of DURHAM is NEGRO

38% of all Eastern North Carolina is NEGRO

1950 Census & local govt. info.

The only possible way to reach this great Market is through

Call RAMBEAU or Southeastern—DORA-CLAYTON

for a look at our amazing PULSE ratings among this great NEGRO market, also the overall market.

WSRC

Facts and figures prove

WSRC

the South's greatest advertising buy.

NORTH CAROLINA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
GHPOINT	WHPE*	1070	1kw-D	KBS				10	7	16	6	11	2*	5	3		7	AP;W	
	WMFR*	1230	250w	ABC	Burn-Smith	x		x			10	19	3	2	3		3	UP;LW	
	WNOS*	1590	1kw-D		Continental			50		16	6	7					24	AP;A	
CKONVILLE	WJNC	1240	250w	M,K		4		46	5	6	3	18	6*	4	1/2			AP;C	
MINNAPOLIS	WGTL	870	1kw-D					x				x	x		x			UP;LW,W	
NG MOUNTAIN	WKMT	1220	1kw-D					34	2	27	6	1	3*	2	3		6	UP;C,T	
NSON	WELS	1010	1kw-D	KBS	Devney			40	6	20	4	6	2	3	3		12	UP;Se,T	
	WFTC	960	5-D,1-N	ABC	Best	6		60	6	15	7	15	6*		x		10	AP	
	WISP	1230	250w					66	1	18	5	2	7*	2	4		13	AP;W	
URIBURG	WEWO*	1080	1kw-D	KBS				43	11	17	6	7	x	6	3		7	UP,AP	
AK'VILLE	WLOE*	1490	250w	MBS		8		31	2	13	10	16	5*	x	6		3	AP;T	
INTON	WBUY*	1440	5kw-D	KBS	Continental			45	12	18	3	2	2*	2	3		2	LW,T	
NCNTON	WLON	1050	500w-D					25	5	14	10	8	x*	3	x			AP	
MBRTON	WAGR	1480	1kw	ABC	Walker	9		20	4	18	9	16	7*	1	2		3	UP;LW,Se	
ORNTON	WMNC	1430	5kw-D					38	6	12	5	2	3	2	1		1/4	AP;St	
UP' AIRY	WPAQ	740	10kw-D	KBS	Thos. Clark			13	2	23	22	9	1		3			AP;St	
	WSYD	1240	250w	MBS		9		42	2	9	5	3	2*	1/4	2		4		
WERN	WHIT	1450	250w	MBS	Pearson	x		21	3	6	6	16	1*	2	4			UP	
	WOOW	1490	250w	KBS	Interstate			35		35	x	3	3	3	x		35	AP;T	
W KESBORO	WKBC	810	1kw-D					34	6	37	3	10	x*	2	4		3	AP;T	
LEIH	WMSN	570	500w-D					40		47	25	14			3			AP;Se	
	WNAO*	850	10kw	A,M	Avery-Knodel	7		50	11	10	5	6	7*	2	1		1	AP	
	WPTF*	680	50kw	NBC	Free & Peters	8		17	1	12	5	12	5*	3	5			AP,UP;T	
	WRAL*	1240	250w		Forjoe			64	30	1/4	4	21	6*	1	2		10	AP	
DS LLE	WFRC	1600	1kw	A,K	Bogner & Martin	10		x		12		8					6	AP;T	
	WREV*	1220	250w-D		Webb			38	14	25	14	8	7*	3	3		12	UP;St	
ANCE RAPIDS	WCBT	1230	250w	M,K	Continental	8		40		6		x			3			AP;W	
CK'GHAM	WAYN	900	1kw-D					23	2	5	5	9	5*	12	2		6	UP;W	
CK' MOUNT	WCEC	810	1kw-D	KBS	Pearson	1		21	2	18	12	7	10*	4	6		8	AP	
	WEED*	1390	5-D,1-N	ABC	Burn-Smith	7		35				14		4	12			T	
XBHO	WRXO	1430	1kw-D					23		21		6		1	6		4	UP;W	
USIRY	WSAT	1280	1kw	ABC	McGillvra	1		60	1	15	8	8	6*	1	2		10	UP	
NFCD	WWGP*	1050	1kw-D			1/2		43	4	17	3	7	2*	2	6		8	UP;W	
ERITY	WNCA	1570	1kw-D		Best	1/4		26		7	3	8	2	3	4		5	UP;LW,Se	
THFIELD	WMPM	1270	1kw-D					35	2	42	7	9	1/2	1	8		4	UP;C	
UTHRN PINES	WEEB	990	1kw-D		Holman			12	7	4	8	4	2*	3	2		17	AP;A	
RUC PINE	WTOE	1470	1kw-D					35	8	31	10	1	2*	2	x			UP	
ATE/VILLE	WSIC*	1400	250w	MBS		5		20	3	20	3	5	3		5			AP;W	
BOFCITY	WTAB	1370	1kw-D					31	1	24	21	7	1/2		2			AP;W	
RBCO	WCPS*	760	1kw-D					31	4	11	5	10	6*	x	4		12	UP;T	
OMSVILLE	WTNC*	790	1kw-D					24	12	24	10	10		6				UP;Se	
YOF	WTYN	1580	250w-D					28	4	28	2	7	1*	1/2	2		7	UP	
ADEORO	WADE	1210	1kw-D					28	1	14	2	6	1*		4		9	UP;T	
ALLICE	WLSE	1490	250w					43		20	20	10	3*	6	13		7	AP;LW	
ASHINGTON	WHED	1340	250w	KBS	Continental			70	20	24	6	1	8*		2			UP	
	WRRF	930	5-D,1-N	ABC	Walker	8		37	5	9	7	22	2		2		6	AP;T	
YNSVILLE	WHCC	1400	250w	KBS				60	20	24	10	x	3*	10	4			UP;Se,T	
ITEVILLE	WENC	1240	250w	MBS	Thos. Clark	5		37	4	22	17	15	8*	2	4		4	AP;Co,LW,T	
LLIASTON	WIAM	900	1kw-D	KBS				41	6	16	11	8	14*	2	2		11	UP	
LMINGTON	WGNH	1340	250w	MBS	Walker	4		60	5	6	6	9	2*				15	UP;T	
	WMFD	630	1kw	A,C	Burn-Smith	12		56	3	14	9	21	9*	6	9			UP;W	
LSO	WGTM	590	5kw	CBS	Walker	5		37	6	21	10	12	x	1	7		8	UP;T	
	WVOT	1420	1-D,500-N	MBS	Pearson	4		21		7		6	5*		24		14	AP	
NSTN-SALEM	WAAA	980	1kw-D		Forjoe			49			5	1	1	3	1		82	AP	
	WAIR*	1340	250w	ABC	Burn-Smith	4		49	26	7	5	13	3*	3	1/2		6	AP;W	
	WSJS*	600	5kw	NBC	Headley-Reed	9		29	5	10	5	14	2	3	4			UP;LW	
	WTOB	1380	5-D,1-N	M,C	H-R	8	1/2	33	3	10	4	12	2*		1			AP	

INFORMATION: Ahoskie, WRCS; Boone, WATA; Clinton, WRRZ; Concord, WEGO; Forest City, WBBO; Fuquay Springs, WFVG; Gastonia, WLTC; Goldsboro, WEQR; Greensboro, WPET; Jacksonville, WLAS; Lenoir, WJRI; Lumberton, WTSB; Marion, WBRM; Monroe, WMAP; Mooresville, WHIP; Morehead City, WMBL; Newton, WNNC; Oxford, OXF; Rocky Mount, WFMA; Salisbury, WSTP; Sanford, WEYE; Shelby, WOHS.

WBCS: { * am-fm station
‡ fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
category unclaimed

NORTH DAKOTA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										views	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
BISMARCK	KFYR	550	5kw	NBC	Blair	11	---	9	6	20	7	14	3•	---	10	---	---	U	T
DEVILS LAKE	KDLR	1240	250w	MBS	-----	x	---	27	14	9	8	17	2•	5	---	---	---	U	Se, W
DICKINSON	KDIX	1230	250w	KBS	Holman	---	---	37	4	24	11	20	5•	5	6	1	---	A	UP, W
FARGO	KFGO	790	5kw	ABC	Gill-Perna	4	---	56	12	12	14	16	1	1	10	2	---	A	Se, S
GRAND FORKS	KVOX	1280	1kw	MBS	Walker	x	1	72	5	8	5	19	10•	2	3	---	---	U	
	WDAY	970	5kw	NBC	Free & Peters	8	---	23	5	15	1	24	2	2	16	---	---	A	UP, T
	KILO	1440	1-D,500-N	CBS	Everett-McK	7	---	30	8	4	4	18	3	1	2	---	---	A	T
	KNOX	1310	5kw	MBS	Rambeau	5	---	52	6	7	5	16	13•	1	4	1†	---	U	
HETTINGER	KNDC	1490	250w	-----	-----	---	---	70	4	22	10	20	3	3	6	---	---	U	T
JAMESTOWN	KEYJ	1400	250w	MBS	-----	8	---	40	6	2	5	18	10•	½	3	½	---	U	St
	KSJB	600	5kw	CBS	Weed	9	x	21	10	16	5	14	4•	1	4	---	---	A	UP, S
MANDAN	KGCU	1270	1-D,250-N	M, A	Gill-Perna	10	---	22	3	8	7	6	18•	---	2	---	---	A	LW
MINOT	KCJB	910	1kw	CBS	Weed	5	---	28	11	44	6	14	8•	1	3	---	---	A	UP
	KLPM	1390	5-D,1-N	MBS	Walker	x	---	22	6	15	8	25	9•	1	2	½	---	A	W
VALLEY CITY	KOVC	1490	250w	MBS	--	8	---	---	7	12	12	17	10•	2	7	---	---	U	
WILLISTON	KEYZ	1450	250w	-----	-----	---	---	50	7	10	5	2	4•	2	6	---	---	U	St

OHIO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										views
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
AKRON	WADC	1350	5kw	CBS	Hollingbery	11	6	83	9	3	12	23	6	3	---	1	2	U	St. W.	
	WAKR*	1590	5kw	ABC	Weed	2	1	10	2	---	10	20	7•	---	3	---	---	U	AF	
	WCUE	1150	1kw-D	---	Pearson	---	---	100	---	9	5	15	2•	x	---	---	1	U	A	
	WHKK	640	1kw-D	MBS	Bolling	4	---	45	2	16	10	12	4	x	2	---	8	U	Se	
ALLIANCE	WFAH*	1310	1kw-D	---	Rambeau	---	---	30	17	---	6	14	3•	3	2	---	---	A	LW.	
ASHLAND	WATG*	1340	250w	---	McGillvra	¼	---	62	13	---	7	x	13•	5	1	½	---	A	T	
ASHTABULA	WICA*	970	5-D,1-N	---	Everett-McK	---	---	50	8	13	5	16	19•	3	4	4	---	U	T	
ATHENS	WATH	970	1kw-D	---	Continental	---	---	55	1	16	8	18	2•	2	1	---	---	U		
BELLAIRE	WTRX	1290	1kw-D	MBS	Pearson	½	---	60	9	---	5	15	x•	1	1	5	---	U		
BELLEFONTAINE	WOHP	1390	500w-D	KBS	---	---	---	55	---	---	7	4	2	---	2	---	---	U	T	
BOWLING GREEN	WWBG	730	250w-D	---	---	---	---	40	52	4	x	x	1	1	2	---	---	A	Se	
CAMBRIDGE	WILE	1270	1kw-D	---	---	---	---	41	1	4	11	10	5	1	2	---	---	A	St	
CANTON	WAND	900	500w-D	---	Best	---	---	40	10	---	---	6	2	---	---	---	---	A	St	
	WCMW	1060	1kw-D	---	Burke Stuart	---	---	45	2	14	8	9	2•	1	1	1	---	U	W	
	WHBC*	1480	5kw	ABC	V.R.&McC	4	1	58	13	3	5	17	15•	4	4	---	---	A		
CHILLICOTHE	WBEX	1490	250w	ABC	W. S. Grant	x	---	58	21	3	4	6	19•	5	2	---	10	U	Cc.	
CINCINNATI	WCIN	1480	1kw-D	---	Gill-Perna	---	---	6	---	---	24	4	2	1	---	---	84	U		
	WCPO	1230	250w	MBS	Blair	x	2	133	7	9	4	x	x	5	---	x	---	U	T	
	WKRC*	550	5-D,1-N	CBS	Katz	x	1	45	12	---	---	17	2	2	11	---	---	A	Se	
	WLW	700	50kw	NBC	Crosley	x	5	8	35	10	11	18	x	5	x	---	---	U	INS, e, T	
	WSAI*	1360	5kw	ABC	Weed	2	1	85	2	---	5	17	x•	1	---	---	---	U	Se, W	
	WZIP	(See COVINGTON, KY.)																		
CLEVELAND	KYW	1100	50kw	NBC	Free & Peters	8	½	46	6	2	3	13	3•	5	3	---	---	A	OP	
	WDOK*	1260	5kw	---	H-R	---	2	50	22	12	7	6	11•	3	---	9	---	U	INS	
	WERE*	1300	5kw	---	V.R.&McC	---	6	161	4	4	3	12	11•	3	3	---	---	A	St	
	WGAR	1220	50kw	CBS	Christal	8	1	75	14	---	1	14	2•	3	½	---	---	U	INS	
	WHK*	1420	5kw	MBS	Headley-Reed	4	1	75	7	½	9	6	4•	3	7	---	---	A	INS	
	WJMO	1540	1kw-D	---	United	---	---	60	---	---	14	6	2	---	---	9	75	U		
	WJW*	850	5kw	ABC	Katz	4	2	45	6	5	8	18	3	5	---	2	17	U	St	
	WSRS*	1490	250w	---	Pearson	---	6	x	x	x	x	x	x	---	---	---	x	A	INS	
COLUMBUS	WBNS	1460	5-D,1-N	CBS	Blair	9	1	53	2	---	3	13	2•	4	2	---	---	A		
	WCOL*	1230	250w	ABC	H-R	4	1	60	15	13	14	19	3•	3	3	---	1	A		
	WRFD	(See WORTHINGTON)																		
	WTVN	610	5kw	MBS	Katz	4	1	62	1	1	8	17	9•	3	2	---	¼	A	LW.	
	WVCO*	1580	1kw-D	---	Forjoe	---	---	70	2	---	2	5	x	---	---	---	9	U	C, St	
COSHOCTON	WTNS	1560	1kw-D	---	---	---	---	38	3	12	5	2	2•	3	3	---	---	U	W	

OHIO (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
AYIN	WAVI	1210	250w-D	-----	Gill-Perna	-----	-----	53	1	24	6	6	-----	-----	2	-----	4	AP	
	WJNG	1110	5kw	ABC	H-R	x	6	100	12	15	14	13	4*	2	-----	-----	10	AP	
	WONE	980	5kw	-----	Headley-Reed	-----	1	101	2	24	5	18	3*	6	2	1/2	2	AP	
ELICE	WONW	1280	500w	-----	Devney	-----	-----	50	3	13	2	18	x*	4	5	-----	-----	AP;A	
VE	WJER	1450	250w	-----	-----	-----	-----	41	23	8	10	14	14*	10	4	-----	-----	UP;T,W	
ST. VERPOOL	WOHI	1190	250w	ABC	-----	x	-----	x	x	x	20	21	11*	6	6	-----	-----	AP;W	
YR	WEOL*	930	1kw	-----	Walker	-----	-----	118	28	10	-----	10	2*	-----	-----	-----	-----	UP;T	
NDIY	WFIN*	1330	1kw-D	-----	McGillvra	-----	-----	80	7	-----	3	10	2*	2	1/2	-----	-----	AP	
STRIA	WFOB*	1430	1kw	-----	Rambeau	-----	-----	89	3	30	3	9	5*	-----	2	1	2	AP;W,C,Se	
EMNT	WFRO*	900	500w-D	-----	Best	-----	-----	31	3	6	3	6	2*	2	2	-----	-----	UP;St	
LL OLIS	WJEH	990	250w-D	-----	W. S. Grant	-----	-----	22	2	9	6	5	1*	3	x	-----	3	UP;W	
AMTON	WMOH*	1450	250w	-----	W. S. Grant	-----	-----	70	9	5	8	17	2*	2	5	-----	1/2	UP;LW	
ONON	WIRO	1230	250w	MBS	McGillvra	7	-----	49	3	8	20	21	6*	1	1	-----	-----	UP	
CKIN	WLMJ	1280	1kw-D	KBS	W. S. Grant	-----	-----	20	6	8	10	4	x*	2	2	-----	-----	UP	
NCSTER	WHOK	1320	500w-D	-----	-----	-----	-----	51	1	17	6	1	1/2*	5	3	-----	-----	UP	
MA	WIMA*	1150	1kw	ABC	H-R	4	-----	60	3	1	4	12	10*	5	5	-----	-----	AP	
RI TA	WMOA	1490	250w	MBS	McGillvra	-----	-----	47	2	3	12	15	6	2	5	-----	-----	AP;Se	
IN	WMRN*	1490	250w	ABC	-----	5	-----	24	16	2	1	15	4*	3	9	-----	-----	UP;T	
D. TOWN	WPFB	910	1-D,100-N	-----	Webb	-----	1	30	8	25	-----	11	7*	-----	-----	1	-----	AP;T	
WAK	WCLT*	1430	500w	-----	Meeker	-----	-----	20	40	-----	2	6	6*	5	4	-----	-----	AP	
QUA	WPTW	1570	250w-D	KBS	Best	-----	-----	21	9	2	4	10	9*	1/2	2	-----	-----	AP;W	
RT. SOUTH	WNXT	1260	5-D,1-N	ABC	Everett-McK	x	1/2	55	7	-----	4	20	15*	3	2	-----	-----	UP	
	WPAY*	1400	250w	CBS	V.R.&McC	10	-----	30	3	1	3	29	4*	4	1	-----	-----	AP	
ND. KY	WLEC	1150	250w	MBS	Holman	2	-----	59	4	1/2	6	25	10*	1	1	-----	1	UP;T	
RNFIELD	WBLV	1600	1kw-D	-----	McGillvra	-----	-----	73	-----	-----	-----	2	4	-----	-----	-----	-----	A	
	WIZE	1310	250w	ABC	H-R	4	-----	50	1	1	3	9	3*	-----	2	-----	3	AP;W	
EUENVILLE	WSTV*	1340	250w	MBS	Avery-Knodel	5	1	63	3	-----	7	25	16*	-----	2	2	1/2	UP	
LEI	WOHO	1470	1kw	-----	Pearson	-----	1/2	101	6	24	2	x	5*	9	5	-----	-----	AP;T,W	
	WSPD*	1370	5kw	NBC	Katz	6	1/2	47	1	-----	6	14	3	5	3	1	-----	UP,INS; LW	
	WTOD*	1560	1kw-D	-----	Forjoe	-----	-----	61	6	5	3	3	2	3	2	3+	4	AP;LW	
URN	WHHH	1440	5kw	MBS	Rambeau	4	2	35	9	2	8	10	3*	6	1	2	-----	AP;A	
ASHINGTON C.H.	WCHO	1250	500w-D	KBS	Best	-----	-----	15	4	25	10	5	4*	5	10	-----	-----	UP;Se	
VE. Y	WPKO	1380	1kw-D	-----	Continental	-----	-----	51	7	16	5	8	3	3	3	-----	-----	AP;W	
ORTINGTON	WRFD	880	5kw-D	-----	Meeker	-----	-----	36	3	4	6	10	1*	5	22	-----	-----	AP;T	
NTOWN	WBBW	1240	250w	ABC	Weed	3	1	75	6	6	6	19	x	2	-----	-----	2	AP;LW	
	WFMJ	1390	5kw	NBC	Headley-Reed	7	1	50	6	4	2	14	4*	2	3	4	-----	AP,UP;T, St	
	WHHH	(See WARREN)																	
	WHOT	1570	250w-D	-----	Forjoe	-----	-----	70	-----	-----	4	6	1/2	-----	-----	-----	1	UP	
	WKBN*	570	5kw	CBS	Raymer	x	-----	24	4	1/2	6	16	13*	1	5	-----	1/4	AP,UP; LW,W	
ESILLE	WHIZ	1240	250w	NBC	Pearson	x	-----	14	3	3	6	19	3*	1	2	-----	-----	UP;St	

INFORMATION: Cincinnati, WCKY; Dayton, WHIO; Mansfield, WMAN; Mount Vernon, WMVO; Toledo, WTOL; Wellston, WKOV; Wooster, WVST.

OKLAHOMA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
LA	KADA	1230	250w	-----	V.R.&Mc	-----	-----	-----	-----	-----	-----	x	x	-----	-----	-----	-----	AP;St	
	KWHW	1450	250w	MBS	Pearson	3	-----	51	5	20	-----	10	x*	1	2	-----	-----	UP	
LA	KLVA	1430	500w	-----	-----	-----	-----	67	24	26	6	12	3*	2	12	-----	-----	AP;A	
OMCE	KVSO	1240	250w	ABC	V.R.&McC	8	-----	36	8	4	8	16	4*	3	8	-----	1	AP;Se,W	
CKELL	KBWL	1580	250w-D	-----	Best	-----	-----	24	6	14	5	2	-----	-----	-----	-----	-----	T,W	
CK. HA	KWCO	1560	1kw	KBS	Best	-----	-----	50	7	40	6	13	4*	1/2	3	-----	-----	AP	
NTON	KWOE	1320	1kw-D	-----	Best	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	UP	
HIP	KUSH	1600	1kw-D	KBS	Best	-----	-----	36	4	34	5	15	3	2	2	-----	-----	AP;T	
NCA	KRHD	1350	250w	MBS	V.R.&McC	4	-----	72	-----	6	7	10	9*	5	1	-----	1/4	UP;W	
D	KCRC	1390	1kw	ABC	Pearson	5	-----	50	7	7	3	10	9*	2	2	-----	-----	AP;W	
	KGWA	960	1kw	-----	V.R.&McC	-----	-----	70	-----	17	6	21	x*	-----	-----	-----	-----	UP;St	
DERCK	KTAT	1570	250w-D	KBS	Best	-----	-----	24	2	8	3	7	1*	1	1	-----	1/4	UP	
HR	KWRW	1490	100w	-----	-----	-----	-----	50	-----	15	3	3	x	-----	-----	-----	12	AP	

BO: { * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
category unclaimed

OKLAHOMA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Negro	St. T.
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign					
GUYMON	KGYN	1220	1kw-D	KBS	Best	---	---	41	4	10	5	13	4*	4	6	---	---	---	U		
HUGO	KIHN	1340	250w	---	---	---	---	39	1	10	5	3	½	1	2	---	½	A			
LAWTON	KSWO	1380	1kw	A,M	Pearson	5	---	18	6	6	6	20	5*	1	1	---	---	U			
McALESTER	KNED	1150	1-D,500-N	---	Pearson	---	---	64	---	14	6	13	8*	---	3	---	---	U			
	KTMC	1400	250w	A,K	V,R&McC	x	---	---	---	---	---	---	---	---	---	---	---	A			
MIAMI	KGLC	910	1kw	KBS	Young	---	---	71	---	28	15	15	15*	x	6	---	---	A			
MUSKOGEE	KBIX	1490	250w	ABC	V,R&McC	7	---	45	4	7	12	x	1*	4	6	---	8	U			
	KMUS	1380	1kw	---	Pearson	---	---	71	27	20	8	10	15*	8	15	---	10	U			
OKLAHOMA CITY	KBYE	890	1kw-D	KBS	Radio-TV Reps	---	---	7	---	10	48	5	---	2	---	---	2	U			
	KLPR	1140	1kw-D	---	---	---	---	x	x	x	18	x	---	---	6	---	6	A			
	KOCY	1340	250w	MBS	Pearson	x	1	94	½	---	4	12	7*	x	---	---	---	A			
	KOMA	1520	50kw	CBS	Avery-Knodel	x	---	49	3	8	4	14	2	5	4	---	---	U			
	KTOK	1000	5kw	ABC	Raymer	3	---	x	---	---	6	18	5*	3	---	---	---	A			
	KTOW	800	250w-D	---	Rambeau	---	---	x	---	---	1	10	x	---	x	---	---	A			
	WKY	930	5kw	NBC	Katz	x	---	36	4	4	2	14	3*	1	5	---	---	A			
OKMULGEE	KHBG	1240	250w	---	---	---	---	48	---	13	8	7	2*	½	2	---	½	A			
PAULS VALLEY	KVLH	1470	250w-D	KBS	Best	---	---	30	7	13	8	14	6	1	2	---	¼	U			
PONCA CITY	WBBZ	1230	250w	MBS	Pearson	x	---	60	5	4	6	24	18*	3	6	---	---	A			
PRYOR	KOLS	1570	1kw-D	KBS	Best	---	---	25	4	24	14	10	5*	---	4	---	---	A			
SHAWNEE	KGFF	1450	250w	MBS	Best	3	---	50	9	10	5	15	x*	2	5	---	---	A			
STILLWATER	KSPI*	780	250w-D	MBS	Thos. Clark	4	---	50	9	3	7	17	3*	3	9	---	---	U			
TRI-CITY	KWSH	1260	1kw	A,M	V,R&McC	8	---	23	2	16	1	15	7*	1	2	---	---	A			
TULSA	KFMJ	1050	1kw-D	---	Pearson	---	---	60	---	12	---	7	---	---	---	---	---	U			
	KOME	1300	5kw	MBS	Gill-Perna	3	---	---	60	---	18	22	10*	7	2	---	---	U			
	KRMG	740	50-D,25-N	ABC	Blair	2	---	67	5	11	9	15	2*	1	1	---	---	A			
	KTUL	1430	5kw	CBS	Avery-Knodel	8	---	25	13	---	3	16	4	x	---	---	---	U			
	KVOO	1170	50kw	NBC	Petry	8	2	26	4	9	17	15	3*	x	7	---	---	INCP			
WEWOKA	KWSH	(See TRI-CITY)																			
WOODWARD	KSIW	1450	250w	---	Pearson	---	---	49	14	21	5	12	8*	---	6	---	---	A			

NO INFORMATION: Bartlesville, KWON; Durant, KSEO; Elk City, KASA; Hobart, KTJS; Idabel, KBEL; Norman, KNOR; Poteau, KLCO; Tulsa, KAKC; Vinita, KVN

OREGON

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Negro	St. T.
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign					
ALBANY	KWIL*	790	1kw	MBS	Best	x		21	4	18	9	19	8*	1/2	2				A	W	
ASHLAND	KWIN	1400	250w	MBS	W. S. Grant	10		14	3	10	10	16	2*	1	3				A		
ASTORIA	KVAS	1230	250w		Holman			91	13	2	3	4	2*	x					U		
BEND	KBND	1110	1kw	MBS	W. S. Grant	7		14	3	3	4	16	3*	2	4				U	W	
COOS BAY	KOOS	1230	250w	MBS															U		
CORVALLIS	KCOV	1240	250w		Everett-McK			65	8	5	2	x	x*		2				U		
	KRUL	1340	250w		McGillvra			94	3	6	2	12	3*	2	2				C.		
COTTAGE GROVE	KOMB	1400	250w					76	10	7	4	6	4*	7					U		
DALLAS	KPLK	1460	500w-D					51		3	5	10	1*	5	5				A		
EUGENE	KASH	1600	1kw	ABC	Cooke	8	2	41	11	17	6	12	4	1	2				U	C	
	KERG	1280	5-D,1-N	CBS	Weed	12		25	16	1/4	6	16	5*	2	2				A		
	KORE	1450	250w	MBS	Everett-McK	x	1	43	3	3	14	24	20*	10	1				U	LW	
	KUGN*	590	5-D,1-N	NBC	Meeker	7		40	9	8	4	19	10*	2	1				A		
FOREST GROVE	KRWC	1570	1kw-D					60		20	1/2	3		1	1				S	e	
GRANTS PASS	KUIN	1340	250w	MBS	W. S. Grant	10		16	7	15	7	17	3	2	2				A	W, V	
HILLSBORO	KRTV	1360	1kw-D	KBS				40		20	5	3	2*	6	7				A	C, W	
HOOD RIVER	KIHR	1340	250w					62	15	12	4	12	8*	5	2				A	W	
KLAMATH FALLS	KFJI	1150	5-D,1-N	MBS	W. S. Grant	6		60	2	5	4	20	6*		3				U	T	
	KFLW	1450	250w	C, A	Everett-McK	11		18	2		1	17	4*	4	1				A	St	
	KLAD	900	1kw-D	KBS				64	1	5		6							U	Se	
LEBANON	KGAL	920	1kw	KBS	Holman			105	4	4	2	14	4*		2				A		
McMINNVILLE	KMCM	1260	1kw	KBS	Continental			68	10	7	3	9	14*	1/2	1				U	W	
MEDFORD	KBOY	730	1kw-D	KBS				63	1	3	1	6							A	Se	
	KMED	1440	5-D,1-N	NBC	Meeker	x		28	6	21	4	14	5*	3	3				U	T, M	
	KYJC	1230	250w	C, A	W. S. Grant	8		32	16	7	4	29	14*		3				U	LW	
NEWPORT	KNPT	1310	1kw					43	9	28	8	11	6*	2	1/2				U		
NORTH BEND	KFIR	1340	250w	CBS	W. S. Grant	12		39	6	8		21	5*	3					U	St	
OCEANLAKE	KBCH	1400	250w					67	10	33	12	48	6*	3	1/4				U		
ONTARIO	KSRV	1380	1kw	KBS	W. S. Grant			66	2	22	3	21	4		3				U		

OREGON (continued)

City	Call letters	Freq.	Power	Nati network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
OREGON CITY	KGON	1520	10kw	-----	Meeker	-----	6	98	14	1	12	8	12*	---	---	---	10	UP; A, St, W	
PENDLETON	KWRC	1240	250w	ABC	-----	9	---	8	3	---	8	24	6*	---	3	---	---	UP; T	
PORTLAND	KEX*	1190	50kw	ABC	Free & Peters	5	6	105	7	6	7	16	5	1	1	---	---	UP, INS	
	KGON	(See OREGON CITY)																	
	KGW	620	5kw	NBC	Blair	7	6	30	8	3	3	14	3	3	2	---	---	AP, UP; LW	
	KOIN*	970	5kw	CBS	CBS Radio Spot	x	---	13	17	1	2	24	2	2	2	---	---	UP, AP; St, W	
	KPAM*	1410	1kw	-----	-----	---	---	50	66	---	1/4	8	---	---	---	---	---	AP	
	KPDQ	800	1kw-D	-----	Webb	---	---	64	---	2	11	1	---	---	---	---	---	AP	
	KPOJ*	1330	5kw	MBS	Avery-Knodel	7	6	50	12	24	6	25	8*	4	1	---	---	UP	
	KVAN	(See VANCOUVER, WASH.)																	
	KWJJ	1080	10kw	-----	Burn-Smith	---	---	80	---	---	29	9	20	---	---	1	---	INS	
	KXL	750	10kw-D	-----	Branham	---	---	73	1	---	2	9	5	---	---	---	---	UP	
ELLE	KRCO	690	1kw-D	-----	Best	---	---	40	1	3	6	13	7*	1/2	2	---	---	UP; T	
DAND	KJUN	1240	250w	ABC	McGillvra	10	---	20	---	---	---	14	5	---	2	---	---	AP; LW	
S BRG	KRNR	1490	250w	CBS	W. S. Grant	9	---	25	5	6	2	13	5*	2	1/4	---	---	AP; St	
	KYES	950	1kw-D	-----	-----	---	---	x	---	---	---	x	---	---	---	---	---	---	
LM	KGAE	1430	1kw-D	-----	Holman	---	---	18	6	9	2	7	---	---	1/2	---	---	UP	
	KOCO	1190	250w	-----	Rambeau	---	---	76	21	1	3	4	---	3	1/4	---	---	UP; A, St	
	KSLM	1390	1kw	MBS	Everett-McK	7	1	20	43	6	20	22	6*	7	6	---	---	UP; LW, W	
E D. LES	KRMW	1300	1kw-D	-----	Best	---	---	40	3	5	2	7	---	12	3	---	---	UP; LW	
ADOK	KTIL	1590	250w	-----	Continental	---	---	61	6	20	9	3	12*	6	12	---	---	UP	

INFORMATION: Astoria, KAST; Baker, KBKR; Coquille, KWRO; La Grande, KLBM; Pendleton, KUMA; Roseburg, KRXL; Springfield, KEED; The Dalles, KODL.

PENNSYLVANIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
DOWN	WAEB	790	500-D,1-N	-----	Radio-TV Reps			90	6	18	4	12	12•		1	1		UP
	WFMZ‡	100.7	48kw	-----	GMB		6	1/2	63		1	6						A,Se
	WHOL	1230	250w	CBS	Raymer		7	2	59	8		3	15	7	3	1/4	1/2	UP;T
	WKAP	1320	1kw	-----	Weed		---	---	80	4	11	13	2	1•	3	1	1/2	AP

480:

* am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
--- category unclaimed

AIR TRAINS NETWORK promotes sales in a **6** BILLION \$ MARKET with...



H-R Representatives for WING • WCOL • WIZE • WCMJ
John Blair & Co. for WKLO

PENNSYLVANIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Sel
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
ALTOONA	WFBG	1340	250w	NBC	H-R	7	1	30	5	4	3	7	2	3	2			AP		
	WvAM*	1430	1kw	CBS	Weed	6	2	39	1	2	10	10	2•	3	10	½	¼	UP		
BEAVER FALLS	WBVP	1230	250w	-----	-----	---	---	9	8	26	6	19	10•	2	½	4	2	AP		
BETHLEHEM	WCPA*	1100	250w-D	-----	-----	---	---	16	6	2	4	x	3•	---	1			UP		
BLOOMSBURG	WHLM	550	500w	-----	Raymer	---	2	70	12	2	10	3	14	3	10			AP		
BRADDOCK	WLOA	1550	1kw-D	KBS	-----	---	---	---	---	---	---	---	---	---	---			UP		
BRADFORD	WESB	1490	250w	MBS	Burn-Smith	8		36	10		7	15	24•	3	½			AP		
BUTLER	WBUT*	1050	250w-D	-----	Gill-Perna	---	---	50	7	---	3	20	6	x	3			AP		
	WISR	680	250w-D	-----	-----	---	---	x	6	---	9	31	2•	¼	3			UP		
CARBONDALE	WCDL	1230	5kw	KBS	Cooke	---	---	85	3	18	4	x	2•	½	7	8		UP		
CARLISLE	WHYL	960	1kw-D	-----	-----	---	---	60	---	12	x	10	2		x			UP		
CHARLEROI	WESA	940	250w-D	KBS	Thos. Clark			40	2	7	3	2	2	7	2	3		T		
CHESTER	WDRF	1590	1kw	-----	-----		2	42	6	8	2	8	6•	5		1	18	UP		
	WVCH	740	1kw-D	-----	Webb			28	20	9	22	7	x	1	¼	---		UP		
CLEARFIELD	WCPA	900	1kw-D	-----	-----			40	10	1	6	2	3	1	2	---		UP		
COATESVILLE	WCOJ	1420	5kw	-----	-----	---	---	82	8	10	3	20	2•		4		1	UP		
CONNELLSVILLE	WCVI	1340	250w	KBS	-----			86	5	8	6	10	4•	3	3	4		UP		
CORRY	WOTR	1370	500w-D	KBS	-----	---	---	45	---	20	10	11	4•	x	1			AP		
COUDERSPORT	WFRM*	600	500w-D	-----	-----			42	---	14	9	20	8•	5	4			AP		
DOYLESTOWN	WBUX	1570	250w-D	KBS	Indie Sales			23	5	6	5	6	1	8				AP		
DU BOIS	WCED*	1230	250w	CBS	McGillvra	9		28	4	4	12	16	12•	2	2	1		UP		
EPHRATA	WGSA	1310	500w-D	KBS	-----	---	---	60	1	8	5	7	3	x	7	¼	---	UP		

IN PENNSYLVANIA

Vic RADIO PROFIT Diehm Says

WAZL

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need...

HAZLETON, PA. NBC-MBS

WHLM

With full time power, covering a retail buying area better than \$175,000,000 and farm dollars that exceed... \$25,000,000 you can't afford to pass up...

BLOOMSBURG, PA.

WHOL

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need...

ALLENTOWN, PA. CBS



WAZL

WHOL

WHLM

WIDE

WVDA

Hazleton, Pa. NBC-MBS

Allentown, Pa. CBS

Bloomsburg, Pa.

Biddeford-Saco, Me. MBS-Yankee

Boston, Mass.

(All Stations Represented by Paul H. Raymer Company)

PENNSYLVANIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ERIE	WERC*	1260	5kw	ABC	Weed	6	1	42	16	3	9	17	4*	3	2		1/2	UP;C,W	
	WIKK	1330	5kw	NBC	Petry	x		26			3	11	10		x	1		AP	
	WJET	1400	250w		Forjoe		2	127		6	5	16	1			1	2	AP	
	WLEU	1450	250w	MBS	Rambeau	5	6	100	5	6						2		T	
FARELL	WFAR	1470	1kw-D	KBS				62	1	6	4	6	3			1	1	AP	
GETYSBURG	WGET	1450	250w	KBS				60	19	5	6	15	x*	2	6			AP;W	
HANOVER	WHVR	1280	1-D,500-N					49	5	12	13	21	8*		3			UP;St	
HAFISBURG	WCMB	1460	5kw	MBS	Gill-Perna	6	1/2	75	1/2	1	7	15	6*		5			AP;T	
	WHGB	1400	250w	ABC	Pearson	x	1	72	1	4	4	15	4*	1	1			AP	
	WHP*	580	5kw	CBS	Bolling	11	1	13	5	2	2	16	3	2	4			AP,U P;A	
HAZETON	WAZL*	1490	250w	N,M	Raymer	8	1/4	49	1	2	4	14	7*	1	1	4		AP;W	
HONSTEAD	WHOD	860	250w-D		Forjoe			x	x		21	12	x	3		31	54	UP	
INDIANA	WDAD	1450	250w	CBS		9		38	2			14	5*		2			UP;W	
JOHNS TOWN	WARD*	1490	250w	CBS	Weed	9	1	50	12	5	8	22	10*	2	1	1	2	UP;W	
	WCRO	1230	250w	MBS	Radio-TV Reps	4	6	106	5	8	9	20	6*	5	1			INS	
	WJAC*	1400	250w	NBC	Young	7	1	34	16	4	4	15	x*	10				AP	
KAN	WADP	960	500w-D					32	21	1	4	9	7*					AP;T	
KITANNING	WACB	1380	1kw-D		Rambeau			32	5	2	6	12	3*	2	2			AP;T	
LANASTER	WLAN*	1390	1kw	A,M	Headley-Reed	7	1/2	43	8	3	11	17	5	2	3			AP;C,LW	
LANFORD	WLSH	1410	1kw		Everett-McK			84		7	5	x	3*		18	3		UP;A,T	
LATOB	WAKU	1570	1kw-D					29	2	2	3	7	9*					AP;T,W	
LEBION	WLBR*	1270	1kw		Burn-Smith	x		1	8	25	15	4	14*	3	2			UP;W	
LEWISTOWN	WKVA	920	1kw-D		Gill-Perna			65	5	12	6	3	x*		9			UP	
	WMRF	1490	250w	NBC	Burn-Smith	7	1	44	3	4	3	15	20*	2	x			AP	
LOC HAVEN	WBPZ	1230	250w	MBS	McGillvra	8		40	15	11		24	12*		3			AP,UP;W, LW	
McESPORT	WEDO	810	1kw-D		Rambeau			50	3	3	3	7	5*	2	2	3		AP;T	
MEADVILLE	WMGW*	1490	250w	ABC		6		70	4	2	2	14	2*	2	2			AP;W	
MEXCO	WJUN	1220	250w-D		Burn-Smith			20		20	8	10	6*	8	20			AP	
NAHICOKE	WHWL	730	1kw-D		Forjoe			40	3	4	7	7	1	3	1	4		UP;Se	
NEW CASTLE	WKST	1280	1kw	MBS	Everett-McK	9		16	2	4	6	16	3*	2	3			UP	
NOHISTOWN	WNAR	1110	500w-D					11	2	3		6	2*	x	2		1/4	AP	
PHILADELPHIA	WCAU*	1210	50kw	CBS	CBS Radio Spot	8	6	72	8		1	19	3*	3	5			AP,UP;A, C,LW	
	WDAS	1480	1kw		Forjoe		3	x			25	6	3	12		19	103	AP;LW	
	WFIL*	560	5kw	ABC	Blair	3	1	80	5		6	22	2	3	1/2		1/2	UP;A,T	
	WFLN‡	95.7	20kw		GMB			1	104			10						UP	
	WHAT*	1340	250w		Stars National		3	42	1		11	19	1*	3		1	101	AP	
	WIBG*	990	10kw		Radio-TV Reps		2	85	2	6	23	15	4*					UP	

SYMBOLS:

* am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
category unclaimed

AIR RAILS NETWORK promotes sales in a **6** BILLION \$ MARKET with...



H-R Representatives for WING • WCOL • WIZE • WCMI
John Blair & Co. for WKLO

PENNSYLVANIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Serv
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
PHILADELPHIA (cont.)	WIP*	610	5kw	MBS	Petry	3	6	110	8	---	---	4	x*	2	---	---	---	AP, U
	WJMJ	1540	1kw-D	---	---	---	---	10	5	18	8	3	2*	---	1 1/2	42	6	AP, S
	WKDM	(See CAMDEN, N. J.)																
	WNAP	(See NORRISTOWN)																
	WPEN*	950	5kw	---	Gill-Perna	---	6	120	22	---	4	x	x*	x	---	---	---	---
PITTSBURGH	WRCV	1060	50kw	NBC	NBC Spot	7	2	79	7	---	5	11	1*	4	10	---	---	UP, I
	WTEL	860	250w-D	---	---	---	---	18	4	1 1/2	7	x	---	---	---	29	---	---
	KDKA*	1020	50kw	NBC	Free & Peters	x	6	76	5	1 1/4	5	16	2*	4	7	---	---	AP, U
	KQV	1410	5kw	CBS	Raymer	6	1 1/2	42	10	2	4	15	5*	---	1/2	---	---	UP, I W
	WCAE	1250	5kw	---	Katz	---	1	83	21	2	4	13	1/2	3	---	---	---	INS
	WEDO	(See McKEESPORT)																
	WHOD	(See HOMESTEAD)																
	WILY	1080	1kw-D	A.M.	Stars National	---	---	---	---	4	18	x	---	3	---	---	75	AP
	WJAS*	1320	5kw	ABC	H-R	3	1 1/2	84	1	---	9	21	2	2	---	---	---	UP
	WKJF†	93.7	40kw	---	---	---	1	120	3	---	---	10	---	---	---	---	---	UP
PITTSBURGH	WLOA	1550	1kw-D	---	---	---	---	---	68	3	6	7	1	2	---	3	---	UP
	WPIT	730	1kw-D	---	---	---	---	---	---	6	---	3	---	---	2	3	---	UP
	WWSW*	970	5kw	---	Blair	---	6	44	14	5	1	14	3	---	2	---	---	UP
	WPTS	1540	1kw-D	---	Indie Sales	---	---	62	31	8	3	4	1*	2	---	15	---	UP
	WPAM	1450	250w	MBS	Everett-McK	x	---	72	14	10	10	13	21*	3	2	---	---	UP
	WPPA*	1360	1kw	---	---	---	---	60	14	6	3	7	2	3	2	1	---	AP
	WPME	1540	1kw-D	---	Rambeau	---	---	50	3	2	12	2	3*	2	2	---	---	AP
	WEEU	850	1kw	ABC	Headley-Reed	6	---	71	4	5	6	13	7*	5	8	---	1/2	UP
	WHUM	1240	250w	CBS	H-R	10	---	22	2	1	3	9	2	---	6	1 1/2	---	AP
	WRAW	1340	250w	NBC	Meeker	8	1 1/2	25	2	---	2	14	2	5	---	---	---	UP
RED LION	WGCB	1440	1kw-D	---	---	---	---	20	---	x	30	6	2*	1	6	---	---	UP
ST. MARYS	WKBI	1400	250w	MBS	---	4	---	26	8	7	8	12	8*	2	3	1	---	AP
SAYRE	WATS	960	1kw-D	KBS	Indie Sales	---	---	32	3	13	9	2	x	2	12	---	---	UP
SCRANTON	WARM	590	5kw	ABC	Hollingbery	7	6	100	10	7	4	16	5*	2	1	---	1 1/2	UP
	WEJL	630	500w-D	---	Meeker	1	---	32	42	---	3	14	2	1	2	---	---	AP, LW
SHAMOKIN	WGCB*	910	1-D, 500-N	CBS	Blair	9	1	32	6	---	3	44	6	5	---	---	---	AP
	WISL	1480	1kw	MBS	Forjoe	8	---	23	7	3	3	12	2	1/4	---	---	---	AP
SOMERSET	WVSC	990	250w-D	---	Indie Sales	---	---	30	3	6	---	14	---	---	5	2	---	UP
STROUDSBURG	WVPO	840	250w-D	---	Radio-TV Reps	---	---	61	6	1	8	4	9*	4	2	---	---	UP
SUNBURY	WKOK*	1240	250w	CBS	---	9	---	20	11	2	6	15	2*	---	2	---	---	AP
TITUSVILLE	WTIV	1290	500w-D	---	---	---	---	70	---	6	6	7	1	---	5	---	---	AP
TYRONE	WTRN	1290	500w-D	---	---	---	---	26	12	15	8	3	8*	2	3	---	---	UP
UNIONTOWN	WMBS	590	1kw	CBS	Meeker	9	---	30	3	10	1	18	4*	---	1	2	---	UP
WARREN	WNAE*	1310	1kw-D	---	---	---	---	43	12	---	7	13	8*	2	---	---	---	AP
WASHINGTON	WJPA*	1450	250w	MBS	McGillvra	4	---	70	10	---	3	20	10*	5	1	---	---	UP
WILKES-BARRE	WAZL	(See HAZELTON)																
	WBAX	1240	250w	MBS	Burn-Smith	7	---	25	3	3	10	15	2	5	2	---	---	UP
	WBRE	1340	250w	NBC	Headley-Reed	9	1	34	3	7	1	13	2	---	---	7	---	AP
	WILK	980	5kw	ABC	Avery-Knodel	7	1	54	12	1 1/2	11	16	5*	1	3	1	---	AP
	WLYC*	1050	1kw	KBS	---	---	---	34	24	8	17	18	x*	2	1 1/2	1 1/2	---	AP
WILLIAMSPORT	WRAK*	1400	250w	NBC	Everett-McK	8	---	39	6	2	4	15	2*	3	2	---	---	AP
	WWPA	1340	250w	CBS	Burn-Smith	6	---	42	10	3	2	15	6*	3	2	---	---	UP
YORK	WGCB	(See RED LION)																
	WVOW	1250	1kw-D	---	Keller	---	---	36	9	10	6	9	2	1	5	---	---	AP
	WSBA	910	1kw	---	Young	3	1 1/2	75	5	1 1/2	5	23	15*	5	3	---	---	AP

NO INFORMATION: Allentown, WSAJ; Altoona, WRTA; Apollo, WAVL; Bainesboro, WNCC; Bedford, WBFD; Bloomsburg, WCNR; Chambersburg, WCHA; Easton Emporium, WEMR; Greensburg, WHJB; Harrisburg, WKBO; Huntingdon, WHUN; Lancaster, WGAL; McKeesport, WMCK; New Kensington, WKPA; Oil City, Pottstown, WPAZ; Roaring Spring, WKMC; Scranton, WICK; Sharon, WSCR; State College, MAJ; Warren, WRRN; Waynesboro, WAYZ; Wellsboro, York, WORK.

RHODE ISLAND

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Serv
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
NEWPORT	WADK	1540	1kw-D	---	Walker	---	---	46	6	2	5	25	1*	3	---	2	3	AP
PAWTUCKET	WPAW	550	1kw-D	---	---	---	---	36	---	14	5	7	3	---	---	16	---	UP
PROVIDENCE	WEAN*	790	5kw	A.M.	A.R.&McC	x	---	---	---	---	---	20	8*	2	---	---	---	AP
	WICE	1290	500w-D	---	---	---	---	65	2	3	3	2	1*	10	---	3	---	UP

Nothing —
but nothing
outsells
good old radio!

OUR ADVERTISERS HAVE KNOWN IT FOR YEARS

WIP

610 KC

PHILADELPHIA

RHODE ISLAND (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Serv
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
PROVIDENCE (cont.)	WJAR	920	5kw	NBC	Weed	9	—	38	3	—	7	17	2	5	—	—	—	UP;IN Se.		
	WPAW	(See PAWTUCKET)																		
	WPRO*	630	5kw	CBS	Blair	11	—	24	4	—	—	15	1	—	3	—	—	AP;U		
	WRIB	1220	1kw-D	—	Indie Sales	—	—	21	6	3	—	8	—	—	—	26	—	UP;A		
	WWON	(See WOONSOCKET)																		
ESTERLY	WERI	1230	250w	—	Walker	—	—	73	1	1	3	12	5•	—	1	1	—	UP		
EST WARWICK	WWRI	1450	250w	—	—	—	1	28	22	12	6	18	7•	3	7	9	—	AP;T		
WOONSOCKET	WNRI	1380	1kw-D	—	—	—	—	52	6	5	½	11	2	—	x	1	—	—		
	WWON	1240	250w-D	—	Webb	—	—	60	20	4	8	25	x•	6	1	6	—	AP;W		

INFORMATION: Providence, WHIM

SOUTH CAROLINA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS									Serv
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
WIKEN	WAKN	990	1kw-D	KBS				20	7	6	6	10	4*	5	3		1	AP;C		
ANDERSON	WAIM*	1230	250w	CBS	Headley-Reed	8		x	x	x				3			3	LW		
	WANS	1280	1kw	MBS	Devney	7		32	12	15	5	18	3*		2		3	UP;S		
CARNWELL	WBAW	740	250w-D	KBS	Best			42	6	12	5	7	3	2	2		8	UP;T		
CAUFORT	WBEU	960	1kw-D	KBS				63	9		3	x	2*		2		7	UP;V		
ENNETTSVILLE	WBSC	1550	10kw	MBS	Indie Sales	6		15		18	3	15	1*	3	3		12	AP		
SHOPVILLE	WAGS	1380	1kw-D	KBS	Interstate			23	1	26	2	3	3		5		6	AP;V		
AMDEN	WACA	1590	1kw-D					14	4	18	7	7	1*	3	1		5	UP;V		
HARLESTON	WCSC*	1390	5kw	CBS	Free & Peters	x	1/2	32	8	8	5	9	2*	1	1		1	UP;V		
	WHAN	1340	250w	ABC	Walker	7	1/2	58	14	9	14	20	2*	5				UP		
	WPAL	730	1kw-D		Forjoe			30			10						70			
	WQSN	1450	250w	MBS	Pearson	3	1/2	39	2	30	28	13	2*				45	UP;S		
	WTMA*	1250	5kw	NBC	Hollingbery	6		84			8	21	5*	2	1					
HERAW	WCRE	1420	1kw-D		Best			18	4	6	22	10	4*	1	1		4	UP;S		
OLUMBIA	WCOS*	1400	250w	ABC	Headley-Reed	4		40		6	6	13	1*		5		6	AP;V		
	WIS*	560	5kw	NBC	Free & Peters	8		62	10	4	4	9	2*	3	4		3	AP;V		
	WMSC	1320	1kw	CBS	H-R	7	1	64				18	x	4			1/2	UP;S		
	WOIC	1470	5kw-D		Forjoe			31	1	14	38	3	1/4	3	1/2		75			

SYMBOLS:

* am-fm station
‡ fm stationD—daytime power
N—night power* local sports covered
† Mex. Amer. includedx figure unspecified
--- category unspecified**PAL** says:

"Just had my PULSE taken . . . and the Doc tells me I'm the healthiest pup he's seen.

"According to the November 1955 PULSE, we're in 1st or 2nd place in 25 quarter-hour periods; with an 8.2 average between 7:45 and 9:45 AM, and an 8.5 average from 4:00 PM to sign-off.

"We're the only station on the eastern coast of the Carolinas serving the Negro market exclusively. Here are just a few of the folks in the kennel: *BC, Carnation Milk, Carter's Pills, Dolcin, Ex-Lax, Feenamint, Johnson & Johnson, Kraft Mayonnaise, Kool-Aid, Monticello Drug, St. Joseph Aspirin, Schmidt's Beer, Sinclair, Stanback, Vaseline, Wildroot.*

"They rely on us—because they've learned from experience w-PAL delivers . . . and at a lower cost-per-thousand than any other Charleston station.

"Speaking for myself, I'm a dog who has his day—seven days a week!"

w-PALof Charleston
South Carolina730
Clear Channel

Forjoe & Co.

SOUTH CAROLINA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
DALINGTON	WPFJ	1350	500w-D	-----	Best	-----	-----	39	8	15	6	10	x	1	4	----	4	UP;LW	
DILLON	WDSC	800	1kw-D	ABC	Gill-Perna	5	-----	-----	-----	-----	-----	-----	-----	-----	6	----	6	-----	
EALEY	WELP	1360	1kw-D	KBS	Indie Sales	-----	-----	25	2	4	25	7	3*	1/2	1	----	7	UP;St	
FLORENCE	WJMX	970	5-D,1-N	ABC	Walker; D-C	4	1/2	25	10	12	17	17	4*	1/2	6	----	6	UP;T	
	WOLS	1230	250w	-----	-----	-----	1	69	4	10	10	6	2*	-----	14	----	9	UP;Se	
GAFFNEY	WFGN	1570	250w-D	-----	-----	-----	-----	22	2	13	5	6	1*	2	2	----	----	UP;LW	
GREENVILLE	WESC*	660	5kw-D	-----	Rambeau	-----	-----	14	-----	16	7	3	2*	2	2	----	12	AP	
	WFBC*	1330	5kw	NBC	Avery-Knodel	10	1/2	22	3	6	-----	4	2	3	7	----	----	UP;T	
	WMRB	1490	250w	A,M	Cooke	5	-----	84	-----	-----	2	13	2*	-----	-----	-----	----	AP	
	WMIU	1260	1kw-D	-----	Continental	-----	-----	-----	36	-----	34	19	-----	4	2	----	----	AP;LW	
GREENWOOD	WCRS*	1450	250w	NBC	Thos. Clark	8	-----	30	2	18	8	11	x*	-----	2	----	3	A,T,W	
	WGSW	1350	1kw-D	MBS	Indie Sales	-----	-----	18	-----	30	6	7	1	-----	-----	-----	10	UP	
GRAND	WEAB	800	250w-D	KBS	-----	-----	-----	18	4	13	12	6	3*	3	1/2	----	3	UP;W	
LARENS	WLBC	860	250w-D	-----	-----	-----	-----	32	7	21	5	11	3*	3	3	----	8	UP;W	
MILINS	WJAY	1230	1kw-D	KBS	-----	-----	-----	44	1	20	3	5	4*	2	3	----	x	AP;Se,LW	
MYRTLE BEACH	WMYB	1450	250w	NBC	Cooke	7	-----	35	16	8	5	22	8*	-----	3	----	3	UP;T	
NE BERRY	WKDK	1240	250w	MBS	Interstate	8	-----	33	7	20	7	10	3*	3	2	----	12	AP;W,T	
ORANGEBURG	WDIX	1150	5-D,5-N	A,M	Devney; Holman	8	-----	46	1	7	1	65	6*	-----	2	----	6	AP	
	WTND*	920	1kw-D	-----	Thos. Clark	-----	-----	54	8	14	1	2	5*	-----	6	----	10	UP;W	
ROCK HILL	WRHI*	1340	250w	M,K	McGillvra	x	-----	48	2	23	6	10	15*	1	7	----	2	AP;W	
	WTYC	1150	1kw-D	-----	Indie Sales	-----	-----	43	-----	12	8	9	2	2	2	----	9	UP	
SENCA	WSNW	1150	1kw-D	-----	Best	-----	-----	28	7	21	7	10	4	4	7	----	----	UP;LW,W	
SPARTANBURG	WJAN	1400	250w	A,M	-----	7	-----	59	-----	16	16	17	14*	8	32	----	7	AP;W	
	WORD	910	1kw	NBC	Raymer	7	1	32	6	19	5	11	5*	3	2	----	10	AP;T	
SUMTER	WSSC	1340	250w	ABC	Best	7	-----	30	12	18	12	-----	3*	-----	3	----	30	UP;T	
UNION	WBCU	1460	1kw	MBS	Interstate	5	-----	26	-----	18	7	11	15*	3	2	----	4	AP;C,T,W	
WATERBORO	WALD*	1220	1kw-D	MBS	-----	5	-----	32	1	18	2	12	12*	-----	3	----	6	AP;W	

NO INFORMATION: Chester, WGCD; Columbia, WNOK; Conway, WLAT; Georgetown, WGTN; Greenville, WQOK; Greer, WCKI; Hartsville, WHSC; Kingstree, WDKD; Lasker, WJOT; Lancaster, WLCM; Spartanburg, WDXV, WSPA; Sumter, WFIG.

SOUTH DAKOTA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ABIDEEN	KSDN	930	1kw	ABC	Weed	9	---	51	23	3	6	30	10*	4	15	---	---	AP	
BLACK KINGS	KBRK	1430	500w-D	KBS	---	---	---	34	3	5	3	9	2*	4	3	---	---	AP;Se	
BURTON	KIJV	1340	250w	NBC	---	7	---	16	8	6	5	13	x*	6	6	1	---	UP;T	
MITHELL	KORN	1490	250w	MBS	---	8	---	30	---	---	6	17	2*	---	8	---	---	UP;LW	
PIERRE	KGFX	630	200w-D	---	---	---	---	---	---	---	---	10	---	---	---	---	---	UP	
RAPID CITY	KOTA	1380	5kw	CBS	Headley-Reed	8	---	18	3	8	4	13	7*	8	5	---	---	AP,UP;C	
SIoux FALLS	KELO	1320	5kw	NBC	H-R	6	1	41	5	5	5	24	1*	1	5	---	---	AP,UP;C, St	
VALENTOWN	KISD	1230	250w	KBS	Cooke	---	---	68	23	12	3	2	4*	---	1/2	---	---	AP	
	KSOO	1140	10-D,5-N	---	Avery-Knodel	---	1/2	27	8	11	12	20	2*	3	23	---	---	AP;T	
WAXTON	KWAT	950	1kw	MBS	Gill-Perna	6	---	32	9	15	10	23	12*	2	18	---	---	AP;St	
WAXTON	KYNT	1450	250w	---	---	---	---	84	9	---	3	5	3*	---	3	---	---	UP;T	
	WNAX	570	5kw	CBS	Katz	9	---	15	2	14	10	15	8*	4	70	1/2	---	AP,UP;C, LW	

NO INFORMATION: Aberdeen, KABR; Deadwood, KDSJ; Rapid City, KRSD; Sioux Falls, KIHQ.

TENNESSEE

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
BRISOL	WOPI*	1490	250w	NBC	Burn-Smith	8	---	32	2	3	12	15	4*	¼	2	---	---	AP;LW	
CHERRYVILLE	WHLP	1570	1kw-D	---	---	---	---	33	9	16	4	3	2*	---	3	---	---	UP	
HATTANOOGA	WAGC	1450	250w	MBS	Walker	5	--	55	4	7	6	12	35*	2	2	---	---	AP;LW	
	WAPO	1150	5-D,1-N	ABC	Avery-Knodel	x	---	35	5	17	10	12	3	3	2	---	9	UP;T	
	WDEF	1370	5kw	NBC	Branham	7	---	66	7	8	7	15	4	6	4	---	---	UP;C	
	WDOD	1310	5kw	CBS	Raymer	x	-	46	2	5	5	11	8*	3	1	---	---	AP	

TENNESSEE (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Servi
HATTANOOGA (cont.)	WDXB	1490	250w	-----	Forjoe	---	---	40	2	50	25	5	3	---	---	---	12	AP, U
	WMFS	1260	1kw-D	KBS	Pearson	---	---	x	---	---	x	---	---	x	---	---	91	---
LARKSVILLE	WJZM	1400	250w	MBS	Rambeau	4	---	61	5	20	5	16	7•	2	4	---	7	AP
LEVELAND	WBAC	1340	250w	MBS	Forjoe	5	---	45	3	30	14	12	9•	4	5	---	---	UP
LOLUMBIA	WKRM	1340	250w	MBS	Walker	4	---	50	---	23	x	19	x•	1	8	---	2	AP, V
LOOKEVILLE	WHUB	1400	250w	CBS	Continental	7	---	44	2	20	8	17	4•	2	22	---	---	UP
LOVINGTON	WKBL	1250	1kw-D	---	---	---	---	26	2	25	13	9	4•	4	4	---	2	AP, S
ROSSVILLE	WAEW	1330	1kw-D	KBS	---	---	---	---	14	26	6	9	1	1/4	1	---	---	UP
LICKSON	WDKN	1260	1kw-D	KBS	---	---	---	30	6	20	4	1	6•	1	3	---	3	AP, S
LIZABETHTON	WBEJ	1240	250w	MBS	Gill-Perna	7	---	60	---	30	20	10	1•	2	7	---	---	UP
LAYETTEVILLE	WEKR	1240	250w	M, K	---	7	---	16	3	11	5	15	7	1	3	---	---	AP, T
LANKLIN	WAGG	950	1kw-D	---	---	---	---	36	---	72	2	10	x	---	2	---	7	AP
LALLATIN	WHIN	1010	1kw-D	---	---	---	---	19	---	54	9	1	2•	---	4	---	3	UP
LUMBOLDT	WIRJ	740	250w-D	KBS	---	---	---	55	---	48	2	6	x•	---	1	---	---	AP, S
LACKSON	WDXI	1310	5-D, 1-N	MBS	Burn-Smith	7	1/2	30	3	24	2	6	2•	3	2	---	---	UP, V
	WJAK	1460	1kw-D	---	Best	---	---	66	1	---	23	5	x•	5	3	---	98	UP
	WTJS*	1390	1kw	ABC	Branham	7	---	45	7	20	21	18	10•	3	5	---	---	AP, S
JOHNSON CITY	WETB	790	1kw-D	---	McGillvra	---	---	21	8	4	x	x	2•	2	2	---	1	AP, V
	WJHL*	910	5-D, 1-N	CBS	Pearson	7	---	51	9	8	10	14	10•	2	4	---	---	AP, U
JINGSPORT	WKIN	1320	5kw-D	---	---	---	---	35	6	25	12	7	3•	2	---	---	---	AP, S
	WKPT*	1400	250w	NBC	Burn-Smith	9	---	35	7	9	3	20	7•	2	2	---	---	AP, S
NOXVILLE	WBIR*	1240	250w	ABC	Gill-Perna	3	---	67	---	---	9	18	18•	4	---	---	---	UP, S
	WIVK	860	1kw-D	---	Forjoe	---	---	7	---	60	14	x	---	---	1/2	---	7	---
	WKGK	1340	250w	MBS	Rambeau	5	1/2	86	5	---	3	13	15•	---	1	---	10	AP, V
	WNOX	990	10kw	CBS	Blair	x	1	49	7	17	3	13	7	1/4	6	---	1/4	UP
	WROL	620	5kw	NBC	Avery-Knodel	8	1	21	5	31	6	14	x•	3	2	---	---	UP, S
A FOLLETTE	WLAF	1450	100w	M, K	---	5	---	22	9	30	4	16	12•	6	10	---	---	AP, S
AWRENCEBURG	WDXE	1370	1kw-D	KBS	Burn-Smith	---	---	40	2	13	4	2	6•	---	4	---	---	UP, S
EBANON	WCOR	900	250w-D	---	---	---	---	32	5	24	6	7	2•	5	2	---	---	AP, S
ENOIR CITY	WLIL*	730	1kw-D	KBS	---	---	---	---	---	29	42	7	4	---	4	---	---	UP
EWISBURG	WJJM	1490	250w	M, K	Best	7	---	25	2	15	4	16	2	1	4	---	3	AP, S
EXINGTON	WDXL	1490	250w	MBS	Burn-Smith	4	---	56	9	14	7	21	14•	1	14	---	7	UP
MARYVILLE	WGAP	1400	250w	KBS	---	---	---	30	10	11	8	20	7•	5	4	---	---	AP, S
McKENZIE	WHDM	1440	500w-D	---	Thos. Clark	---	---	20	7	14	3	6	3	x	2	---	---	AP, T
McMINNVILLE	WBMC	960	500w-D	---	---	---	---	22	6	26	12	4	1•	6	3	---	---	AP, S
	WMMT	1230	250w	M, K	---	---	---	40	13	26	---	14	4•	4	4	---	2	UP, W
MEMPHIS	KWEM	990	1kw-D	---	Stars National	---	---	---	---	40	28	5	---	1/2	2	---	26	INS
	WCBR	1480	1kw-D	KBS	---	---	---	3	---	---	50	3	1	6	---	---	84	---
	WDIA	1070	50kw	---	Pearson	---	---	80	---	---	54	12	1/2•	5	4	---	140	UP
	WHBQ	560	5-D, 1-N	M, A	Blair	4	---	100	---	---	9	8	1•	---	1	---	---	UP
	WHER	1430	1kw-D	---	---	---	---	80	4	---	2	7	1	25	---	---	---	UP
	WHHM	1340	250w	---	Young	---	---	63	2	30	14	3	2•	---	---	---	22	UP
	WMC*	790	5kw	NBC	Branham	10	---	26	10	8	5	15	3•	3	3	---	---	UP
	WMPS	680	10-D, 5-N	---	Radio-TV Reps	---	6	146	---	---	4	13	1	---	1	---	---	UP, W
	WREC	600	5kw	CBS	Katz	x	---	---	---	---	---	---	---	---	---	---	---	UP, W
MILAN	WKBK	1600	1kw-D	---	---	---	---	29	---	16	12	---	12•	---	---	---	---	---
MORRISTOWN	WCRK	1450	250w	M, K	Holman	7	---	18	2	21	3	15	---	1	5	---	---	AP
MURFREESBORO	WGNS	1450	250w	---	Holman	---	---	84	26	48	10	20	5•	2	6	---	7	AP, W
	WMTS	860	250w-D	---	---	---	---	31	---	20	14	9	x•	3	5	---	1	UP
NASHVILLE	WKDA	1240	250w	---	Pearson	---	1	50	8	46	1	7	12•	---	---	---	6	AP, S
	WLAC	1510	50kw	CBS	Katz	9	6	29	3	22	4	16	2	9	---	---	33	UP
	WMAK	1300	5kw	---	Weed	---	---	113	---	---	3	11	x	x	x	---	---	UP
	WNAH	1360	1kw-D	KBS	Continental	---	---	50	---	---	25	7	5•	---	---	---	---	UP
	WSIX	980	5kw	ABC	Hollingbery	---	---	62	---	16	6	14	7•	---	1/2	---	---	AP
	WSM	650	50kw	NBC	Blair	9	1	13	2	41	10	17	3•	9	7	---	---	AP, S
	WSOK*	1470	1kw-D	---	McGillvra; D-C	---	---	x	---	---	x	x	---	x	---	---	84	---
NEWPORT	WLIK	1270	5kw-D	KBS	---	---	---	28	---	37	17	1/2	1	3	2	---	---	UP
OAK RIDGE	WATO	1490	250w	MBS	---	x	---	50	15	---	6	20	x•	1	---	---	---	---
	WOKE	1290	1-D, 500-N	KBS	---	---	---	45	7	17	1	10	5•	1	1	---	---	AP
PARIS	WTPR*	710	250w-D	MBS	Burn-Smith	---	---	37	6	28	3	6	5•	2	6	---	3	UP, T
PULASKI	WKSR	1420	1kw	ABC	Thos. Clark	6	---	15	2	12	1	8	2	1	3	---	---	AP
RIPLEY	WTRB	1570	250w-D	---	---	---	---	45	1	30	10	2	4•	1	6	---	10	UP, e
ROGERSVILLE	WRGS	1370	1kw-D	---	Best	---	---	27	4	23	14	7	3•	x	4	---	3	UP
SEVIERVILLE	WSEV	930	1kw-D	KBS	---	---	---	53	9	20	---	13	4	2	---	---	---	UP
SPARTA	WSMT	1050	1kw-D	---	---	---	---	22	2	15	6	6	2•	4	6	---	---	UP

TENNESSEE (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SPRINGFIELD	WDBL	1430	1kw-D	KBS				36		25	3	1	2*		3		8	AP;W
SWETWATER	WDEH	800	500w-D	KBS				24		24	18	6	3	1/2	3			UP;T
UNION CITY	WENK	1240	250w	MBS	Burn-Smith	1		28		5	3	16	2	1/4	1			UP;W

NO INFORMATION: Athens, WLAB; Church Hill, WMOH; Clarksville, WDXN; Dyersburg, WDSG; Greenville, WGRV; Harriman, WHBT; Knoxville, WKXV; Shelbyville, WSHL; South Pittsburg, WEPG; Tullahoma, WJIG; Winchester, WCDT.

TEXAS

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABILENE	KRBC	1470	5-D,1-N	ABC	Pearson	3		40		11	8	13	2*	1	2	3†		AP
	KWKC	1340	250w	MBS	V.R.&McC	8		35	10	2	6	17	5*	6	2	14†	1	AP;W
ALBUQUERQUE	KBKI	1070	1kw	MBS	Pearson	4	1	52	3	6	6	13	3*	3	3	21†		AP;W
ALBUQUERQUE	KVLF	1240	250w	M,K	Best	8		20	6	6	10	21	7*	6	2	6†		UP;T
AMARILLO	KFDA	1440	5-D,1-N	ABC	H-R	3		91			3	14	6*		1			AP,UP
	KGNC	710	10kw	NBC	Katz	8		21	6	8	3	20	6*	x	12			All;W
	KLYN	940	1kw	CBS	Blair	7		68	2		8	12	4*	1	1/2			UP
	KRAY	1360	500w-D					75	10		1	x	2		x			AP
ANDREWS	KACT	1360	500w-D					75	10		2	9		5	1		8	AP;W
ATLANTA	KBUD	1410	250w-D	KBS				36		19	6	8			1		1	UP;LW
ATLANTA	KALT	900	1kw-D		Best			54	12	6	6	2	1*	3	2		2	AP;W
AUSTIN	KTBC	590	5kw	CBS	Raymer	8		40	6	6	4	19	6*	2	3			UP;Se
	KTXN	1370	1kw-D		Nat'l Tm; Oakes			59		7	3	5		5		60†	20	
BAILEY	KRUN	1400	250w	KBS	Best			42	6	15	2	21	4*		3	3†		AP
BALDWIN CITY	KIOX	1270	1kw	MBS	Best	x		35		17	5	14	3*	1	1	3†	6	UP
BALDWIN CITY	KRCT	650	250w-D	KBS	Best					54	21	35			x			AP
	KREL*	1360	1kw		Interstate	3		70	10		21	11	x*	5		21†	63	UP
BEAUMONT	KFDM	560	5kw	ABC	Free & Peters	9		27	1	4		18	3	1/4	2			UP;LW
	KJET	1380	1kw-D		Forjoe			2		40	63	7			1/2		105	UP
	KRIC*	1450	250w		Branham			93	1		5	8	2*				12	AP;W
	KTRM	990	1kw		Young			62		52	7	4			2		6	UP
BEVILLE	KIBL	1490	250w					41	1/2	11	2	17	5*		3	25†	1	AP;W
BELLEVILLE	KBST	1490	250w	ABC	Pearson	7		19	4	2	5	19	1					AP
	KTXC	1400	100w	MBS	Best	9		x		x	x	x	x*	x	x	6†		AP;W
BELLEVILLE	KFYN	1120	250w-D					41		28	8	9	x	2	3			UP
BELLEVILLE	KHUZ	1490	250w	MBS		9		15	2	15	3	11	12*	1	1/2			UP
BELLEVILLE	KNEL	1490	250w	KBS	Best			52	12	10	4	6			2	1†		AP
BELLEVILLE	KSTB	1430	1kw-D		Best			21	6	39	5	5		2	3			AP;W
BELLEVILLE	KWHI	1280	1kw-D					35	5	30	4	9	2	3	1/2	2		UP;W
BELLEVILLE	KTFY	1300	1kw-D	KBS				70	1	20	5	6	1/2*		1	21†		AP;St,T
BELLEVILLE	KBOR	1600	1kw	ABC	Best	6		35	7	3	3	17	8*	3	5	21†		AP;T,W
BELLEVILLE (Lien Matamoros, Mex.)	XEO	970	1kw		Nat'l Tm; Oakes			x	x	x	x	x	x	x	x	124†		
BELLEVILLE	KBWD	1380	1-D,500-N	MBS	Pearson	7		50	2	10	12	24	x*	5	10			AP
BELLEVILLE	KORA	1240	250w	MBS	Best	7		48	5	9	8	12	15*		1	1/4†	1	INS;W
BELLEVILLE	KGAS	1590	1kw-D					42		16	5	4	3	2	3		x	AP
BELLEVILLE	KDET	930	1kw-D		Gill-Perna	2		30		15	4	15	3*	1	7		5	UP;W
BELLEVILLE	KCLE*	1120	250w-D		Best			50	3	16	2	10	x*	2	2			AP
BELLEVILLE	KVLB	1410	500w					51	3	23	6	12	1*		1/4		6	AP;C
BELLEVILLE	KSTA	1000	250w-D	KBS				28	1	20	4	10	6*	3	1	2†		UP;W
BELLEVILLE	WTAW	1150	1kw-D	KBS				37	6	22	5	8	1*		2	8†	4	AP
BELLEVILLE	KVMC	1320	500w-D		Best			50	6	8	10	4	2*		3	2†		AP;T,W
BELLEVILLE	KMCO	900	500w-D					41	7	16	3	1	2*		1		6	AP;St,T
BELLEVILLE	KANN	(See SINTON)																
BELLEVILLE	KCCT*	1150	1kw-D		R. O'Connell			50	3	10	6	x	1/2	3		91†		AP
BELLEVILLE	KEYS	1440	1kw	C.M	Raymer	7		56	8		3	20	1	3				UP;W
BELLEVILLE	KRIS	1360	1kw	NBC	Free & Peters	9		32	1	2	4	16	4	4	5			AP;St
BELLEVILLE	KSIX	1230	250w	ABC	Forjoe	7	1	30	12	11	4	23	3*		2			AP
BELLEVILLE	KUNO	1400	250w		Everett-McK			x	x		3†	35†		10†		123†	11	AP
BELLEVILLE	KWBU	1030	50kw-D		Branham			32	1	7	10	9	3*	3	15	28†	6	AP
BELLEVILLE	KAND	1340	250w	MBS	Branham	4		58		10	3	24	2*		3			UP
BELLEVILLE	KIVY	1290	500w-D	KBS				18	2	21	7	8			4		7	W
BELLEVILLE	KXIT	1410	500w-D	KBS	Best			42		12	8	11	1	6	3			UP

NOTES: { * am-fm station
‡ fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
— category unclaimed

TEXAS (continued)

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS								Services
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro					
DALLAS	KGKO	1480	1kw	-----	Forjoe	---	6	163	---	---	3	14	x*	---	---	---	16	UP				
	KIXL*	1040	1kw,D	-----	Pearson; Webb	---	---	10	55	---	2	x	---	12	---	---	---	AP;A,C T,Mc				
	KLIF	1190	5-D,1-N	-----	H-R	---	6	148	---	---	2	13	1	---	1½	---	18	UP;INS				
	KNOX	(See FORT WORTH)																				
	KRLD*	1080	50kw	CBS	Branham	8	6	27	20	8	6	19	3*	x	4	---	---	UP;Se				
	KSKY	660	1kw-D	-----	Radio-Tv Reps	---	---	35	---	14	24	8	2	---	4	1	15	UP				
	WBAP	(See FORT WORTH)																				
	WFAA 820-570	50 & 5kw	N,A	Petry	x	---	24	12	---	9	18	2*	6	4	---	---	---	AP,UP				
DENISON	WRR	1310	5kw	MBS	Blair	4	---	60	40	9	8	16	10*	3	---	---	---	AP;Se				
	KDSX	950	500w	-----	-----	---	---	109	---	---	11	10	6*	---	2	---	7	AP				
EL PASO	KDDD	800	250w-D	KBS	Best	---	---	33	10	28	2	7	5*	2	2	---	---	AP;St				
AGLE PASS (Mex.)	XEMU	580	5kw	-----	Natl. Tm; Oakes	---	---	x	2	x	---	x	x	---	---	98†	---	AP				
ASTLAND	KERC	1590	500w-D	-----	Best	---	---	52	20	22	4	12	5*	4	5	---	---	AP;T,C				
DINBURG	KURV	710	250w	-----	-----	---	---	35	6	30	8	9	2*	½	2	25†	---	UP,Mc				
L CAMPO	KULP	1390	500w-D	-----	-----	---	---	14	5	29	10	10	8*	3	4	16†	3	UP;LW				
EL PASO	KELP	920	1-D,500-N	-----	H-R	---	1	141	---	---	5	12	x	x	---	---	---	UP				
	KEPO	690	10kw	ABC	Pearson	3	---	84	7	½	8	23	4*	---	10	10†	---	UP;St				
	KROD	600	5kw	CBS	Branham	x	---	55	7	5	2	15	2*	3	2	---	---	AP;Se				
	KSET	1340	250w	-----	McGillvra	---	6	101	2	30	2	14	2*	---	---	---	---	AP;C,				
	KTSM	1380	1-D,500-N	NBC	Hollingbery	12	---	15	4	---	2	7	7*	3	3	---	---	UP;T,				
	XEJ	970	10kw	-----	Natl Tm; Oakes	3	---	76	10	36	---	7	4*	3	2	128†	---	INS				
	XELO	800	150kw	-----	R. O'Connell	3	---	14	7	105	14	7	4	2	---	84†	1	St				
	ALFURRIAS	KBLP	1260	500w-D	-----	-----	---	---	44	1	9	4	11	2	3	2	18†	---	AP;T			
LOYDADA	KFLD	900	250w-D	-----	-----	---	---	30	8	23	6	2	7*	3	x	8†	---	UP;St				
ORT STOCKTON	KFST	860	250w-D	KBS	-----	---	---	55	3	20	2	2	2*	½	1	7†	---	AP;T				
ORT WORTH	KCNC	870	250w-D	-----	-----	---	---	42	6	42	---	4	---	---	---	---	11	UP				
	KFJZ	1270	5kw	MBS	H-R	4	1	50	---	---	---	12	3	---	---	---	---	AP				
	KNOK	970	1kw-D	-----	Gill-Perna	---	---	70	---	---	14	7	2	6	---	---	63	UP				
	KRLD	(See DALLAS)																				
	KXOL	1360	5-D,1-N	-----	Forjoe	---	6	150	---	---	3	15	2*	---	1	---	---	AP				
	WBAP*	820-570	50 & 5kw	N,A	Free & Peters	x	---	29	1	11	3	20	1*	¼	5	---	---	AP;A,				
	WFAA	(See DALLAS)																				
	REEPORT	KBRZ	1460	500w-D	-----	Best	---	---	43	7	24	5	3	5*	3	½	---	---	AP;T			
GAINESVILLE	KGAF	1580	250w-D	KBS	-----	---	---	39	3	12	5	9	2*	3	4	---	---	AP;C,				
GALVESTON	KGBC	1540	1-D,250-N	-----	Pearson	---	2	67	2	6	3	11	7*	5	---	3†	23	AP;Se				
	KLUF	1400	250w	-----	Rambeau	---	---	79	1	3	6	7	3*	½	½	3†	5	UP				
GLADEWATER	KSIJ	1430	1kw-D	-----	Best	---	---	36	---	38	11	9	3	---	2	---	---	AP;C,				
GONZALES	KCTI	1450	250w	KBS	Cooke	---	---	49	1	33	---	7	2*	3	6	6†	1	AP;S,				
GREENVILLE	KGVL	1400	250w	MBS	Pearson	4	---	56	---	12	10	20	10*	4	2	---	5	AP				
HARLINGEN	KGBT	1530	50-D,10-N	CBS	H-R	5	---	34	4	3	3	15	3*	1	7	42†	---	UP;A				

First choice of

2,000,000 NORTH TEXANS

who won't be satisfied

with anything less than

RECIPE FOR FAITHFUL LISTENING

Ingredients: Broadway Show Tunes • Smooth Pops
 Old Standards • Pop Concert
 • Selected Classics •
 • Dashes of the Unusual •

Result: A unique musical service . . . only one of
 its kind for Dallas, Ft. Worth and North Texas



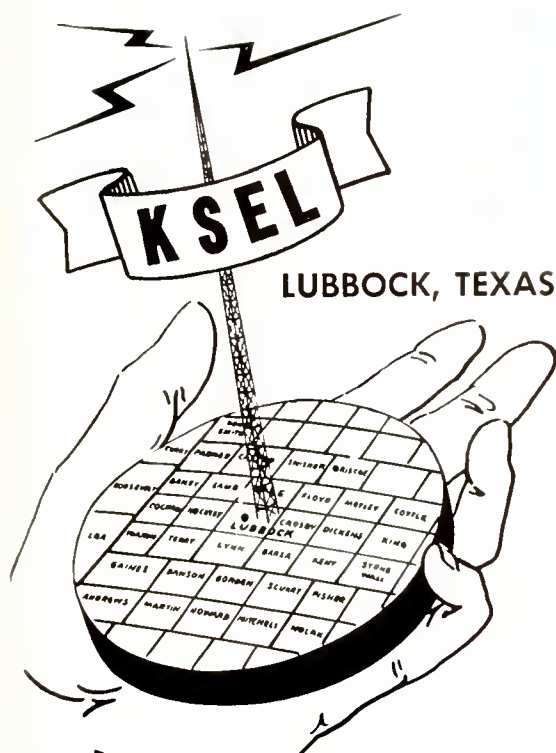
DALLAS

TEXAS (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
HERFORD	KPAN	860	250w-D	-----	Best	-----	-----	53	7	20	6	14	3*	3	6	6†	---	UP
HILSBORO	KHBR	1560	250w-D	KBS	Best	-----	-----	35	---	24	2	7	1*	---	---	7	---	UP
HOLTON	KCOH	1430	1kw-D	-----	Gill-Perna	-----	-----	52	---	---	36	x	---	---	---	---	90	UP
	KLBS	610	5kw	KBS	Walker	-----	1	112	---	---	27	12	2*	---	---	---	---	UP
	KNUZ	1230	250w	-----	Forjoe	-----	1/2	40	---	52	3	2	1	---	---	---	12	UP;Se
	KPRC	950	5kw	NBC	Petry	-----	x	31	---	15	8	12	3	---	---	---	6	---
	KREL	(See BAYTOWN)																
	KTRH*	740	50kw	CBS	Blair	-----	x	37	2	3	5	18	2	---	9	---	---	AP,INS;Se
	KXYZ	1320	5kw	ABC	Avery-Knodel	-----	5	75	13	---	3	18	11*	5	1	---	---	UP;C,W
	KYOK	1590	5kw	-----	Pearson; D-C	-----	---	84	---	---	19	4	---	6	---	---	132	UP
HUTTSVILLE	KSAM	1490	250w	M,K	-----	-----	7	31	2	6	10	17	6*	---	2	---	3	AP;C
JACKSONVILLE	KEBE	1400	250w	KBS	-----	-----	1/2	60	3	23	7	23	2*	1/4	6	---	9	UP;W
KERVILLE	KERV	1230	250w-D	-----	Best	-----	---	40	13	30	6	12	x*	---	1	---	---	AP
KLEEN	KLEN	1050	250w-D	-----	Best	-----	---	21	1	22	3	10	3*	2	1	6	---	AP;T
LARDO	KVOZ	1490	250w	MBS	Pearson	-----	6	33	4	9	7	15	4*	3	1	7†	---	AP
Licensed in Laredo, Mex.)	XEAS	1410	1kw-D	-----	Natl Tm; Oakes	-----	---	60	6	18	---	2	---	---	---	---	---	AP,UP
	XEDF	960	5-D,1-N	-----	R. O'Connell	-----	---	62	7	37	---	2	x	---	---	---	---	INS,UP;C,T
LOBBVIEW	KFRO	1370	1kw	ABC	Cooke	-----	6	26	7	53	7	6	4*	---	---	---	---	AP
	KLTI	1280	1kw-D	MBS	Pearson	-----	2	69	5	---	8	17	1	5	x	---	6	AP;St,T
LUBBOCK	KDAV	580	500w-D	-----	Pearson	-----	---	10	---	54	10	12	---	---	---	---	---	UP
	KDUB	1340	250w-D	-----	Branham	-----	6	167	---	---	---	x	x*	---	---	---	---	AP;St
	KFYO	790	5-D,1-N	CBS	Katz	-----	12	22	7	2	5	24	1*	2	7	---	---	AP,UP;St,T
	KLLL	1460	1kw-D	-----	Indie Sales	-----	---	75	---	---	9	7	1*	---	---	10†	---	---
	KSEL	950	1kw	ABC	Rambeau	-----	4	58	4	18	10	17	3*	4	4	3†	---	AP;W
LULIN	KTRE	1420	1kw	MBS	V.R.&McC	-----	10	51	---	4	7	12	2*	3	4	---	---	AP;W
MALIN	KMLW	1010	250w-D	-----	-----	-----	---	44	---	14	2	9	1/2	---	1	---	3	AP
MARSHALL	KMHT	1450	250w	-----	-----	-----	---	83	1	4	5	16	3*	---	2	---	6	AP
MELLEN	KRIO	910	1kw	M,A	Everett-McK	-----	4	70	---	---	4	21	2*	---	1	---	---	AP
Licensed in Pecos, Mex.)	XEOR	1390	1kw	-----	Natl Tm; Oakes	-----	5	---	---	---	---	---	---	---	---	124†	---	---
MILAND	KCRS	550	5-D,1-N	ABC	Pearson	-----	x	48	7	---	6	16	9*	---	1	---	---	UP
	KJBC	1150	1kw-D	KBS	Best	-----	---	21	3	49	6	x	x*	---	---	6†	7	UP;W,St
MINERAL WELLS	KORC	1140	250w-D	KBS	-----	-----	---	20	---	20	7	9	4*	1	1/2	---	---	AP;W
MOHAWNS	KVKM	1340	250w-D	KBS	Best	-----	x	41	2	10	2	11	6*	2	---	---	1/2	---
MOUNT PLEASANT	KIMP	960	1kw-D	KBS	-----	-----	---	x	x	x	15	4	x	---	3	---	1/4	---
MOGDOCHES	KSFA	860	1kw-D	-----	-----	-----	---	58	9	4	8	18	4*	1	4	---	1/2	AP;T
MOUNT BRAUNFELS	KGNB	1420	1kw-D	KBS	-----	-----	---	23	---	18	2	7	2*	1/4	1/4	20†	---	AP;T



NUMBER 1 IN ALL SURVEYS including Dec. 1955 Conlan

Sales Management's City Retail Sales forecast for January
..... \$13,020,000.

Lubbock Bank Deposits, Dec. 31, 1955 \$216,900,798.75

National Representative
WM. G. RAMBEAU CO.
New York, Chicago, Minneapolis,
Los Angeles and San Francisco.

Southwestern Representative
CLYDE MELVILLE CO.
Dallas, Texas

"MOST LISTENED-TO STATION
ON THE SOUTH PLAINS" OF TEXAS

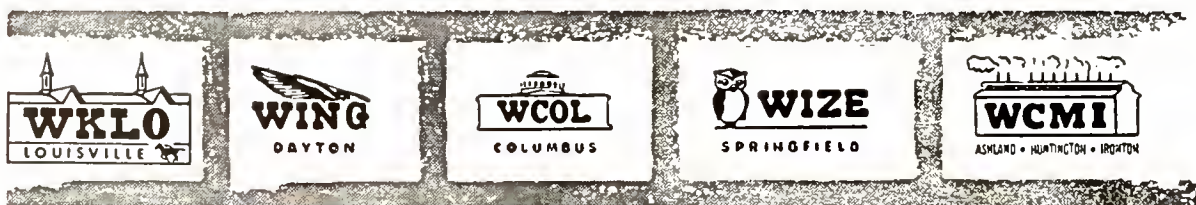


TEXAS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ODESSA	KECK	920	1-D,500-N	Forjoe	45	5	7	13	4	2	2†	AP;St
	KRIC	1410	1kw	MBS	Best	7	18	3	18	3	10	3•	3†	UP;W
ORANGE	KOGT	1600	1kw	KBS	Best	91	11	x	x•	9	UP;W
PALESTINE	KNET	1450	250w	MBS	7	36	9	7	14	19	3•	6	2	1	UP
PAMPA	KPAT	1230	250w	74	6	11	3	14	3•	3	7	UP;St
	KPDN	1340	250w	MBS	Best	4	40	1	21	8	25	8•	2	10	UP;W
PARIS	KPLT	1490	250w	ABC	Pearson	11	49	1½	x	26	x	3	3	AP
PASADENA	KLVL	1480	1-D,500-N	Natl Tm; Oakes	100	2	4	2	x	105†	21
PECOS	KIUN	1400	250w	MBS	Best	4	35	6	28	3	23	9•	3	6	7†	UP;T
PLAINVIEW	KVOP	1400	250w	MBS	x	70	6	15	3	21	3•	¼	6	6†	AP
POST	KRWS	1370	500w-D	KBS	32	31	5	7	5•	¼	3†
ROSENBERG	KFRD	980	1kw-D	20	1	5	10	16	4•	½	3	22†	3	UP
SAN ANGELO	KGKL	960	5-D,1-N	ABC	Pearson	AP
	KPEP	1420	1kw-D	Best	14	60	11	8	1
	KTXL	1340	250w	MBS	V,R&McC	6	37	10	11	9	17	14•	3	8	7†	UP;W
	KWFR	1260	1kw-D	60	4	20	8	7	5	3	7†	AP
SAN ANTONIO	KCOR	1350	5-D,1-N	R. O'Connell	85†	6†	x	3†	2†	123†	9	UP
	KENS	680	50-D,10-N	CBS	Free & Peters	x	50	3	6	3	21	8•	3	12	AP
	KEXA	1250	500w-D	McGillvra	x	x	x	84†
	KISS†	610	5kw	Walker	80	32	15	x	x	12	UP
	KITE*	930	1kw-D	Pearson	91	22	2	14	6	All
	KIWW	1540	250w-D	Natl Tm; Oakes	62†	11†	3†	4†	84†	UP
	KMAC*	630	5kw	Walker	80	32	15	x	x	12	UP
	KONO*	860	5kw	H-R	6	91	18	35	4	12	½	3	AP
	KTSA*	550	5kw	MBS	Raymer	x	1	58	4	1	8	19	x•	3	9	5	AP,UP
	WOAI	1200	50kw	NBC	Petry	10	25	3	4	8	17	1	9	All;W
SAN MARCOS	KCNY	1470	250w-D	KBS	Best	24	14	4	7	2•	1	1	25†	AP
SEGUIN	KWED	1580	1kw-D	Best	24	14	8	4	x	2•	3	2	18†	UP
SHAMROCK	KEVA	1580	250w-D	KBS	Best	x	35	1	14	4	24	2	UP
SHERMAN	KDSX	(See DENISON)																
	KRRV	910	1kw	MBS	Pearson	7	41	15	14	5	16	x•	3	3	½	UP;W
	KTAN	1500	250w-D	KBS	Best	40	20	18	7	3	2•	½	¼	AP
SINTON	KANN	1590	1kw-D	69	12	3	3	12†	1	AP;W
STAMFORD	KDWT	1400	250w	MBS	6	40	1	8	21	7•	2	UP;Se
STEPHENVILLE	KSTV	1510	250w-D	28	7	21	10	10	3•	7	UP
SULPHUR SPRINGS	KSST	1230	250w	M,K	5	38	3	13	4	14	3•	1	5	AP

SYMBOLS: { * am-fm station D—daytime power • local sports covered x figure unspecified
 { ‡ fm station N—night power † Mex. Amer. included category unclassified

AIR TRAINS NETWORK promotes sales in a **6** BILLION \$ MARKET with...



H-R Representatives for WING • WCOL • WIZE • WCMI
John Blair & Co. for WKLO

TEXAS (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SWTOWER	KXOX	1240	250w	-----	-----	---	---	50	3	18	3	x	---	---	14	18	---	AP
TAYLOR	KTAE	1260	1kw-D	KBS	-----	---	---	42	---	48	2	8	2*	2	---	3*	1	UP
TEALE	KTEM	1400	250w	-----	-----	x	1	x	---	x	5	16	1*	2	3	12*	---	UP
TERRELL	KTER	1570	250w-D	-----	-----	---	---	22	1	35	7	4	3*	12	4	---	3	AP;T
TEXARKANA	KCMC*	1230	250w	ABC	V,R&McC	8	---	42	1	8	3	29	10*	1	6	---	---	AP
	KTFS	1400	250w	KBS	Indie Sales	---	---	76	2	9	7	11	2*	3	3	---	3	UP;W
TEXAS CITY	KTLLW	920	1kw-D	KBS	Best	---	---	56	---	12	---	2	2	---	---	---	30	UP
TULSA	KTUE	1260	1kw-D	-----	-----	---	---	45	3	9	7	5	4	---	9	7	14	UP
TYLER	KGKB	1490	250w	MBS	Pearson	6	---	49	1	15	10	18	2*	---	---	---	12	AP;W
	KTBB	600	1-N,500-D	ABC	V,R&McC	6	---	56	3	14	20	27	x*	2	6	---	1	UP
UVALDE	KVOU	1400	250w	-----	-----	---	---	60	4	56	3	2	3*	---	2	20†	2	UP
VICTORIA	KNAL	1410	500w	-----	Best	---	12	59	16	31	3	18	4*	2	3	11†	---	AP
	KVIC	1340	250w	MBS	-----	9	12	73	8	10	4	20	9*	3	3	7†	6	UP
WACO	WACO	1460	1kw	ABC	Weed	2	---	14	12	3	4	x	11*	8	2	---	1	AP
WEAVER	KRGV	1290	5kw	NBC	Pearson	9	---	34	4	---	5	20	7*	3	7	---	---	AP,UP;W,Se
WHITNEY FALLS	KSYD	990	10-D,1-N	ABC	V,R&McC	10	---	18	1	14	7	14	3	4	7	---	---	UP;Se,W
	KTRN	1290	5kw	MBS	Pearson	4	---	76	8	30	3	25	10*	---	3	---	10	AP
	KWFT	620	5kw	CBS	Blair	9	---	70	5	17	8	11	2*	---	4	---	---	AP,UP;LW

NO. FORMATION: Amarillo, KAMQ, KZIP; Austin, KNOW, KVET; Brownwood, KEAN; Carrizo Springs, KBEN; Childress, KCTX; Clarksville, KCAR; Cuero, KCFH; Del Rio, KDLK, XERF; Denton, KDNT; Fredericksburg, KNAF; Fort Worth, KCUL; Graham, KSWA; Hamilton, KCLW; Henderson, KGRI; Houston, KTHH; Jasper, KTXJ; Jonson, KMBL; Kenedy, KENN; Kermit, KERB; Kilgore, KOCA; Kingsville, KINE; Lamesa, KPET; Lampasas, KCYL; Levelland, KLAT; Littlefield, KVOW; Lubbock, KLB; Lufkin, KRBA; McCamey, KCMR; McKinney, KMAE; Monahans, KVKM; Nacogdoches, KOSF; Odessa, KOSA; Paris, KFTV; Perryton, KEYE; Pleasanton, KBOP; Port Arthur, KOLE, KPAC; Quanah, KOLJ; Seminole, KSML; Seymour, KSEY; Snyder, KSNY; Texarkana, KOSY; Vernon, KVWC; Waco, KWTX; Weslaco, XEFD.

UTAH

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CENTRAL CITY	KSUB	590	1kw	CBS	CBS Radio Spot	9	---	25	10	3	2	15	7*	1	5	---	---	UP
COCONA	KLGN	1390	1kw-D	-----	-----	---	---	43	21	6	1	7	3*	---	1	---	---	AP
	KVNU	610	1kw	MBS	Avery-Knodel	5	---	41	18	1	5	12	31*	1	3	---	---	UP;W
MURRAY	KMUR	1230	250w	-----	-----	---	---	89	45	---	---	6	x*	3	---	---	---	UP;LW
OGDEN	KLO	1430	5kw	MBS	Avery-Knodel	10	1	47	---	---	---	19	3*	---	---	---	---	UP;W
	KOPP	730	1kw-D	KBS	-----	---	---	49	---	8	4	3	x	1	---	1†	---	UP;LW
	KVOG	1490	250w	-----	Webb	---	12	99	15	5	2	10	1*	---	12	1†	---	AP;T
PRIMO	KEYY	1450	250w	-----	-----	---	1	70	55	---	2	12	2*	5	2	12	---	AP
	KIXX	1400	250w	ABC	Webb	10	---	82	11	2	3	18	3*	2	1	---	---	UP;C,St
	KOVO	960	5kw	MBS	Avery-Knodel	5	---	32	15	---	6	17	8*	1	3	---	---	UP;W
RICHFIELD	KSVC	980	1kw	-----	Avery-Knodel	---	---	70	11	17	5	18	x	3	3	---	---	UP;W
SALT LAKE CITY	KALL	910	1kw	MBS	Avery-Knodel	x	1	80	---	---	3	22	6*	6	---	1	---	AP
	KDYL	1320	5kw	NBC	Katz	8	1	38	2	---	2	8	---	---	---	---	---	UP;T

ATN

IRAILS NETWORK promotes sales in a 6 BILLION \$ MARKET with...



H-R Representatives for WING • WCOL • WIZE • WCMJ

John Blair & Co. for WKLO

UTAH (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS									Service
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
SALT LAKE CITY (cont.)	KLUB	570	5kw	ABC	Hollingbery		6	126		42		x			1			UP		
	KNAK	1280	5kw		Forjoe		6	156		12		14	½		12			UP		
	KSL*	1160	50kw	CBS	CBS Radio Spot	10	6	14	48	3	3	20	6•	1	3			AP,UP W		
	KSOP	1370	1kw-D		Gill-Perna						13	3					1†			

NO INFORMATION: Brigham City, KBUH; Price, KOAL; Vernal, KVEL.

VERMONT

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service	
BENNINGTON	WBTN	1370	500w-D	McGillvra	23	14	6	3	10	2•	6	2		UP	
BRATTLEBORO	WTSA	1450	250w	ABC	Walker	7	44	5	1	3	11	6•	2	1	1	UP	
BURLINGTON	WCAX	620	5kw	CBS	Weed	9		31	2	7	3	18	2•	3	6			UP;Se	
	WDOT	1400	250w	McGillvra		82	28	7	5	2•	5	½	UP;Se	
	WJOY	1230	250w	ABC	Everett-McK			40	28	1	5	25	5•	5	1			AP;T,V	
MONTPELIER	WSKI	1240	250w	ABC	W. S. Grant	6		x	7	3	20		2			AP	
NEWPORT	WKE	1490	250w	McGillvra	28	11	4	4	22	x•	5	12		UP;W	
RUTLAND	WHWB	1000	1kw-D	Gill-Perna	24	6	7	8	11	2•	3	8	3		AP;W	
ST. ALBANS	WWSR	1420	1kw-D	Walker	21	5	5	13	2	3	4		UP;W	
ST. JOHNSBURY	WTWN	1310	250w	McGillvra	51	15	6	4	15	9•	5	2		UP;W	
SPRINGFIELD	WNIX	1480	1kw-D	McGillvra	30	20	3	4	10	2•	3	½	UP;T,V	
WATERBURY	WDEV	550	1kw	MBS	Everett-McK	4	36	15	3	5	21	11•	9	6		UP;W	

NO INFORMATION: Rutland, WSYB.

SYMBOLS: { * am-fm station D—daytime power • local sports covered x figure unspecified
 ‡ fm station N—night power † Mex. Amer. included category unclassified

IN SALT LAKE CITY

... AND KNAK IS

1 st.*

YOUR TICKET SIR...

1280 KNAK

YOU REACH 7 OUT OF 10 FAMILIES AT LOWEST COST PER LISTENER

This ticket entitles you to a profitable ride through the Utah market—a market only slightly smaller than Washington D. C., Boston or San Francisco and larger than Pittsburgh, Milwaukee or Houston.

YOU REACH 7 OUT OF 10 FAMILIES AT LOWEST COST PER LISTENER

1280

MUSIC NEWS

5000 WATTS

*Hooper Rating (7 day week average—7 A.M. to 11 P.M.)

Station KNAK	26.0
Station "A"	23.9
Station "B"	15.7
Station "C"	9.6
Station "D"	8.6

Buy three spots on KNAK For the price of one on station "A"

Represented notionally by Forjoe & Co., Inc.

1042 So. 6th West, Salt Lake City, Utah

*Hooper, February, 1955—12 Noon-6 P.M.

When you ride with KNAK you're on the number one station in the Salt Lake market* . . . 24 hours a day for music, news and sports. You are right at the distribution center of a booming billion dollar market.

VIRGINIA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALEXANDRIA	WPIK	(See DISTRICT OF COLUMBIA)																
ARLINGTON	WARL	(See DISTRICT OF COLUMBIA)																
	WEAM	(See DISTRICT OF COLUMBIA)																
BEDFORD	WBLT	1350	1kw-D					18	5	19	8	5	2	3	5		3	AP;T
BIG TONE GAP	WLSD	1220	1kw-D					27	8	24	18	17	6*	2				AP;W
BLAKSTONE	WKLV	1490	250w	MBS	Interstate	5		32		4	4	12	2*		2		9	AP;T
BRISTOL	WCYB	690	10kw-D		Gill-Perna			40	30	22	6	16	3	10	12			AP,UP;A,Co,W
	WFHG	980	5-D,1-N	MBS	Walker	5	1	27	5	47	15	7	x*					UP
	WOPI	(See BRISTOL, TENN.)																
CHARLOTTESVILLE	WCHV	1260	1kw	ABC	Thos. Clark	4	2	80	17	2	5	13	4*	4	3			AP
	WINA*	1450	250w	MBS	Walker	4		5	5	2	8	20	3*	1	1		5	UP;LW,St
CHRISTIANSBURG	WBCR	1260	1kw-D		Indie Sales			35	6	18	3	10	3	3	2		3	AP;LW
CLIFTON FORGE	WCFV	1230	250w					50	10	10	3	13	5*	2	2		2	AP;Se,St
CRIVIE	WS\ S*	800	1kw-D					37	12	28	8	4	4		8		12	AP;W
CUPEPER	WCVA	1490	250w	M,K	Indie Sales	5		21	10	4		8	2*	1	3		1/2	UP;LW,St
DAWVILLE	WBTM	1330	5-D,1-N	ABC	Gill-Perna	3		65	2	25	8	14	2	3	9		6	AP
	WDVA	1250	5kw	MBS	Keller; Burn-S	3		57	3	16	9	10	3*	3	16		4	UP;T
FAIRVILLE	WFLO	870	1kw-D		Thos. Clark			36	5	16	1	10	4*	1	6		6	UP
FREERICKSBURG	WFVA	1230	250w	ABC		7	1	61	9	10	4	17	x*		2		1	UP
FROIT ROYAL	WFTR	1450	250w	M,K		x		72	5	10	4	23	3*	3	2		2	AP;W
HAPTON	W\ EC	1490	250w	NBC	Avery-Knodel	4		60	16		5	15	2*					AP;St,W
HARRISONBURG	WSVA*	550	5-D,1-N	NBC	Pearson	6		x		14		x		3	12			UP;W
HOWELL	WHAP	1340	250w	KBS	Indie Sales			70	28		5	12	3*	3	1		7	UP;T
LYCHBURG	WLVA*	590	1kw	ABC	Hollingbery	9		45	6	10		10	2		6			AP;LW
MAION	WMEV	1010	1kw-D	ABC	Indie Sales	4		25	2	6	5	11	2	2	2			AP;W
MARTINSVILLE	WHEE	1370	500w-D		Stars National			43	2	18	2	10	1/2*	2	1/4		6	UP;LW
	WMVA*	1450	250w	NBC	W. S. Grant	6		28	12	22	11	11	5*	3	3		10	AP
MT JACKSON	WSIC	790	1kw-D					60	2	25	5	4	17*		3			UP



One buy sells the Mountain West
... and powerful KSL Radio is
the *one* medium capable of
delivering a selling message to
the 1 1/4 million people in the
Salt Lake market.

Each week, KSL Radio talks to
89.2% of the families in the
area with programs designed
to satisfy the thousands who
demand the variety found only
on CBS and KSL.

The Mountain West is sold on Powerful **KSL** radio

50,000 Watts . . . CBS in the Mountain West

VIRGINIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Ser
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
NARROWS	WNRV	990	1kw-D	---	---	---	---	27	13	25	6	12	5	2	2	---	---	AP;
NEWPORT NEWS	WACH	1270	1kw-D	---	Walker	---	---	---	---	80	6	15	2*	---	2	1/2	5	UP
	WGH*	1310	5kw	ABC	Pearson	2	6	139	9	---	6	13	5	---	---	---	---	AP
	WTAR	(See NORFOLK)																
NORFOLK	WAVY	(See PORTSMOUTH)																
	WCMS	1050	1kw-D	---	---	---	---	12	---	55	10	7	---	---	x	---	---	UP
	WGH	(See NEWPORT NEWS)																
	WLOW	1400	250w	MBS	V.R&McC	2	6	27	---	56	7	6	2	---	---	1/2	37	UP
	WNOR	1230	250w	---	Weed	---	6	168	---	---	---	10	2*	---	2	---	---	AP;
	WRAP	850	1kw	---	Pearson	---	---	x	---	---	x	x	---	---	---	---	126	---
	WRVC†	102.5	9kw	---	---	---	---	25	62	---	2	x	---	---	---	---	---	AP
NORTON	WTAR	790	5kw	CBS	Petry	9	---	42	---	1	9	13	7*	3	2	---	---	AP;
	WVEC	(See HAMPTON)																
	WNVA*	1050	1kw-D	M,K	Burn-Smith	6	---	15	1	21	16	3	x*	---	4	---	---	UP
	ORANGE	WJMA	1340	250w	MBS	---	3	30	5	14	6	15	3*	3	4	---	3	UP;
	PORTSMOUTH	WAVY	1350	5kw	NBC	Burn-Smith	9	1	59	7	1/2	4	14	2	5	1	---	UP;
PULASKI	WPUV	1580	5kw-D	KBS	Dora-Clayton	---	---	12	2	35	13	7	1*	x	3	---	---	AP;
RADFORD	WRAD	1460	5kw-D	---	---	---	---	45	3	13	1/2	10	4*	---	2	---	3	AP;
RICHLANDS	WRIC	540	1kw-D	---	---	---	---	33	---	37	4	12	3	1	6	---	---	Se,T
RICHMOND	WANT	990	1kw-D	---	United	---	---	---	---	9	7	7	2*	---	---	---	84	UP
	WLEE*	1480	5kw	MBS	Forjoe	3	1	67	---	15	---	10	1*	5	3	---	10	AP;
	WLLY	1320	1kw-D	---	Stars National	---	---	84	---	---	---	2	---	---	---	---	---	AP
	WMBG*	1380	5kw	---	Bolling	---	1/2	x	x	x	8	19	6*	1	3	---	---	UP
	WRNL*	910	5kw	ABC	Petry	x	1	41	21	2	9	23	3*	3	8	---	1	AP;
	WRVA*	1140	50kw	CBS	CBS Radio Spot	8	6	30	11	41	13	19	2	---	3	---	---	UP;
ROANOKE	WXGI	950	1kw-D	---	Burn-Smith	---	---	---	---	79	13	2	2	---	1/2	---	3	AP
	WDBJ*	960	5kw	CBS	Free & Peters	10	---	31	1	6	4	16	2*	x	4	---	---	AP;
	WRIS	1410	5kw-D	---	---	---	---	36	2	12	9	9	1*	6	2	---	6	AP;
	WROV*	1240	250w	ABC	Burn-Smith	4	---	90	---	1	6	21	1*	---	1	---	6	UP
	WSLS*	610	1kw	N,M	Avery-Knodel	11	1/4	16	1	13	13	16	6	1	5	---	1/4	AP;
SOUTH BOSTON	WHLF	1400	250w	ABC	---	5	---	36	5	5	10	10	x*	2	2	---	6	AP;
SOUTH HILL	WJWS	1370	1kw-D	---	---	---	---	20	---	24	8	x	2*	3	2	---	5	AP;
STAUNTON	WAFC	900	1kw-D	---	Thos. Clark	---	---	23	8	9	11	6	2	2	3	---	---	UP
	WTON	1400	250w	ABC	---	5	---	55	7	2	8	15	6	1	4	---	1	AP
VIRGINIA BEACH	WBOF	1600	1kw-D	---	---	---	---	72	12	---	2	8	2	8	1	---	---	AP
WAYNESBORO	WAYB	1490	250w	M,K	Cooke	9	---	27	13	---	2	23	4*	---	---	---	---	AP;
WINCHESTER	WINC	1400	250w	A,K	---	5	---	60	---	---	---	14	---	---	---	---	---	UP
WYTHEVILLE	WYVE	1280	1kw-D	---	---	---	---	26	7	14	8	1	x	6	6	---	1	UP;

NO INFORMATION: Covington, WKEY; Emporia, WEVA; Falls Church, WFAX; Galax, WBOB; Lexington, WREL; Lynchburg, WWOD; Petersburg, WCLA, SSV; Suffolk, WLPM; Warsaw, WNNT; Winchester, WRFL.

WASHINGTON

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Ser
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ABERDEEN	KBKW	1450	250w	ABC	Paschall	4	---	100	---	---	2	8	3*	---	---	1/4	---	AP
	KXRO	1320	1kw	M,K	Walker	7	---	40	2	18	2	25	6*	2	1	---	---	UP
BELLINGHAM	KPUG	1170	1kw	MBS	Headley-Reed	8	---	28	6	7	16	19	6*	---	9	---	---	UP
	KVOS	790	1kw	ABC	Forjoe	5	---	80	6	---	5	18	5*	2	3	---	---	UP;
BREMERTON	KBRO	1490	250w	---	---	---	---	112	3	6	2	14	8*	---	---	---	---	UP;
CENTRALIA-CHEHALIS	KELA	1470	1kw	MBS	Walker	6	---	60	2	5	12	31	7*	---	3	---	---	UP
	KITI	1420	1kw-D	---	Best	---	---	67	3	13	---	3	3	x	5	---	---	UP;
COLFAX	KCLX	1450	250w	KBS	Best	---	---	90	8	24	4	7	x*	2	3	---	---	AP;
COLVILLE	KCVL	1480	1kw	KBS	Best	---	---	43	2	12	3	2	2	2	3	---	---	UP
EVERETT	KRKO	1380	1kw	MBS	McGillvra	8	---	45	---	---	6	24	3*	---	1	---	---	AP
GRAND COULEE	KFDR	1400	250w	KBS	Best	---	---	65	7	18	2	3	3*	2	1	---	---	UP
KELSO	KLOG	1490	250w	---	Best	---	---	92	5	4	1	7	2*	---	1	---	---	UP
KENNEWICK	KWIE	610	5kw	CBS	Meeker	8	---	60	4	4	3	9	5*	1	2	---	---	AP
KIRKLAND	KNBX	1050	1kw-D	KBS	Best	---	---	---	40	30	30	2	---	2	1/2	---	6	UP;

THE TOP TEN RADIO PROGRAMS ARE ALL ON

WRVA - RADIO

In the Richmond Metropolitan Area

RICHMOND METROPOLITAN AREA THE PULSE, INC. SEPTEMBER 6-12, OCTOBER 5-11, 1955

TOP TEN EVENING & DAYTIME SHOWS

Evening				Daytime - 5 a week			
		Program Average Rating				Program Average Rating	
		Sept. Oct.	Jul. Aug.			Sept. Oct.	Jul. Aug.
E.R.Murrow(Mon-Fri, 7:15 PM)	WRVA	8.4	8.2	Guiding Light	WRVA	8.1	7.9
Johnny Dollar,Misc., (Mon-Fri,8:15 PM)	WRVA	8.0		Young Dr.Malone	WRVA	8.0	8.0
Our Miss Brooks	WRVA	7.9	7.7	Ma Perkins	WRVA	7.8	7.6
My Son Jeep,Misc., (Mon-Fri,8 PM)	WRVA	7.8		Wendy Warren	WRVA	7.8	7.5
Suspense,Misc.	WRVA	7.7	7.2	Road of Life	WRVA	7.7	7.4
Two For The Money	WRVA	7.7		Our Gal Sunday	WRVA	7.5	6.8
Tenn.Ernie,Misc., (Mon-Fri,7-7:45 PM)	WRVA	7.6	7.0	Perry Mason	WRVA	7.4	7.3
Godfrey's Talent Scouts	WRVA	7.8		Helen Trent	WRVA	7.2	6.5
Lowell Thomas(Mon-Fri, 6:45 PM)	WRVA	7.3	7.7	Brighter Day	WRVA	6.8	6.5
News(Mon-Fri,6 PM)	WRVA	7.3		News-G.Passage(8 AM)	WRVA	6.8	
				Nora Drake	WRVA	6.8	6.9

SATURDAY & SUNDAY DAYTIME

		Program Average Rating	
		Sept. Oct.	Jul. Aug.
World News Roundup(Sun,9 AM)	WRVA	5.8	5.3
Renfro Valley	WRVA	5.7	4.4
News-G.Passage(Sat,8 AM)	WRVA	5.0	4.8
Sunshine,Changing Times	WRVA	5.0	
E.P.Biggs,Misc.	WRVA	4.4	4.1
Robert Q.Lewis	WRVA	4.1	3.7
Galen Drake,Misc.	WRVA	4.0	
H.Clark,City Hospital	WRVA	4.0	
News,Va.Weekly(Sat,11 AM)	WRVA	4.0	
Cullen Johnson	WRVA	3.9	
Johnny Singer,Misc.	WRVA	3.9	
Story Book Lady	WRVA	3.9	

AVERAGE QUARTER HOUR RADIO SETS-IN-USE FOR THE WEEKS STUDIED
Entire Week, 6 AM - 12 Midnight

September-October, 1955	17.4
July-August, 1955	17.0
September-October, 1954	17.5
September-October, 1953	17.9

WASHINGTON (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS											Serv
						Network	Post- mid	Pop music	Concert	Folk	Relig	News	Sports	Home- making	Farm	Foreign	Negro		
LONGVIEW	KBAM	1220	1kw-D	-----	Holman	---	---	25	2	50	---	7	---	---	---	---	---	INS;S	
MOSES LAKE	KSEM	1450	250w	-----	-----	---	---	91	4	8	3	12	4*	1	2	---	---	UP;T	
	KWIO	1260	1kw-D	-----	-----	---	---	56	---	14	2	7	x	---	4	---	---	AP	
MOUNT VERNON	KBRC	1430	1kw	-----	McGillvra	---	---	60	6	9	3	16	3*	3	7	---	---	UP	
OLYMPIA	KGY	1240	250w	MBS	Walker	6	---	55	---	6	7	28	8*	---	1/2	---	---	AP;W	
PASCO	KPKW	1340	250w	ABC	-----	12	---	30	8	13	---	16	10*	---	3	---	---	UP;C	
PULLMAN	KOFE	1150	1kw-D	-----	Best	---	---	72	---	---	1	7	1	---	2	---	---	UP	
PUYALLUP	KAYE	1450	250w	KBS	-----	---	---	60	12	25	---	---	---	---	---	---	---	---	
RAYMOND	KAPA	1340	250w	---	Walker	---	---	46	2	7	4	3	10*	3	1	---	---	AP	
RENTON	KLAN	1230	250w	---	-----	---	1	90	6	8	6	2	x*	3	---	---	---	UP;S	
SEATTLE	KAYO	1150	5-D,1-N	-----	Headley-Reed	---	2	120	x	x	5	x	x	---	---	1	---	UP	
	KING*	1090	50kw	ABC	Blair	4	6	112	6	---	3	20	2*	1	2	---	---	INS;U	
	KIRO*	710	50kw	CBS	Free & Peters	10	1/4	22	8	---	4	21	2	3	1/2	1	---	UP	
	KISW†	99.9	2kw	-----	-----	---	---	1	55	1	---	x	---	---	---	---	---	---	
	KJR	950	5kw	---	Branham	---	6	141	---	---	---	20	---	---	---	---	---	UP	
	KOL	1300	5kw	---	Bolling	---	1	110	---	---	2	14	10*	x	1	---	---	INS;U	
	KOMO	1000	50kw	NBC	NBC Spot	12	---	30	9	---	3	19	x	1	1	---	---	UP;A	
	KNBX	(See KIRKLAND)																	
	KTW	1250	1kw	-----	-----	---	6	---	25	---	16	---	---	---	---	1/2	2	---	
	KVI	570	5kw	MBS	II-R	x	---	23	12	16	17	27	2*	2	1	---	---	AP;T	
SPOKANE	KXA	770	1kw-D	-----	-----	---	---	---	80	---	2	7	---	---	1/4	---	---	AP	
	KGA	1510	50kw	ABC	Everett-McK	8	---	30	3	12	14	14	x	1	---	---	---	AP;W	
	KHQ	590	5kw	NBC	Katz	9	---	5	1	5	4	23	1	16	4	---	---	AP	
	KNEW	790	5kw	MBS	Weed	11	---	25	---	---	2	15	1*	2	4	3	---	AP;C	
	KREM*	970	5kw	-----	Forjoe	---	1	133	---	12	x	x	x	---	1/2	---	---	AP	
	KSPO	1340	250w	-----	Paschall	---	6	102	16	32	4	x	x	---	---	---	---	UP	
	KXLY	920	5kw	CBS	Avery-Knodel	x	---	80	5	1	2	18	2	---	1/4	---	---	AP;U	
SUNNYSIDE	KREW	1230	250w	-----	McGillvra	---	---	100	---	16	4	4	10*	---	3	---	---	UP	
TACOMA	KMO	1360	5kw	-----	Branham	---	---	59	34	---	6	15	2	---	1	---	---	UP;T	
	KTAC	850	1kw	-----	Gill-Perna	---	---	87	6	9	8	14	8*	5	---	---	3	UP;W	
	KTNT*	1400	250w	-----	Weed	---	---	112	---	8	3	11	8*	5	3	---	---	AP;L	
VANCOUVER	KHFS	1150	1kw-D	KBS	-----	---	---	62	---	12	10	x	---	---	---	---	---	---	
	KVAN	910	1kw	-----	Bolling	---	1	85	---	38	11	1	x*	5	---	---	---	UP	
WALLA WALLA	KTEL	1190	250w	ABC	W. S. Grant	8	---	35	20	7	7	14	8*	2	2	---	---	AP;W	
	KUJ	1420	5kw	MBS	Forjoe	x	---	51	4	8	6	22	8*	1	10	---	---	UP;T	
WENATCHEE	KPQ	560	5kw	A,N	Forjoe	3	1/2	60	3	2	3	19	8*	2	6	---	---	UP;W	
	KWNW	1340	250w	MBS	McGillvra	7	---	35	---	---	8	25	8*	3	3	---	---	AP;S	
YAKIMA	KIMA	1460	5kw	CBS	Weed	x	---	13	3	---	2	24	2*	2	2	---	---	AP;L	
	KIT	1280	5-D,1-N	N,A	Branham	10	---	21	---	6	5	12	3*	3	3	1/2†	---	UP;C	
	KUTI	900	1kw-D	-----	Forjoe	---	---	77	---	---	x	x	---	---	2	---	---	UP	
	KYAK	1390	1-D,500-N	MBS	Headley-Reed	4	---	50	6	5	18	27	3*	x	18	3†	---	UP;W	

NO INFORMATION: Edmonds, KGDN; Ellensburg, KXLE; Ephrata, KULE; Longview, KWLK; Omak, KOMW; Port Angeles, KONP; Richland, KALE; Toppenish, KNE

WEST VIRGINIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Servic
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
BECKLEY	WJLS*	560	5-D,500-N	CBS	Weed	x	---	32	10	6	9	13	8•	3	7	---	2	UP		
	WWNR	620	1-D,500-N	-----	Everett-McK	---	---	71	14	18	8	13	9•	2	3	---	1	AP		
BLUEFIELD	WHIS	1440	5kw	NBC	Katz	x	---	37	4	25	---	12	5•	2	½	---	½	AP;W		
CHARLESTON	WCAW	1400	250w	-----	Thos. Clark	---	2	x	x	x	6	x	15•	---	---	---	9	AP;L St,T		
	WCHS	580	5kw	CBS	Branham	8	1	52	6	6	4	15	12•	2	2	---	2	AP,U		
	WGKV	1490	250w	NBC	Katz	9	---	8	5	---	7	6	3•	2	½	---	3	AP		
	WKNA*	950	5kw	ABC	Weed	6	2	42	6	10	17	17	7•	10	2	---	7	UP		

WEST VIRGINIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
MAFESTON (co.)	WOAY	(See OAK HILL)																	
MARSBURG	WTIP	1240	250w	MBS	Forjoe	3	1/4	27	1	46	13	17	14*	3			1	UP;W	
	WBLK	1400	250w	NBC	Branham	5		54	60		5	9	2*	6	3			UP	
	WHAR	1340	250w	M,A		x	1											UP	
	WPDX	750	1kw-D					37	4	20	4	7			3			AP	
KIL	WDNE	1240	250w	MBS		5		50	1	4	2	16	8*	3	1			UP;W	
R.ONT	WMMN	920	5kw	CBS	H-R	8		41	1	1	5	16	3*	1	2			AP;St	
	WTCS	1490	250w	ABC		7	6	40		48	4	12	2*					AP	
UN NGTON	WCMI	(See ASHLAND, KY.)																	
	WHTN*	800	1kw-D	MBS	Indie Sales	x		22	4	12	5	8	1		1/2			T	
	WPLH	1470	5kw-D		Walker			34	3	25	17	10	1/2	8	2			AP;C	
	WSAZ	930	5-D,1-N	A,N	Katz	8	1	42	1	1/2	4	16	x*	3	3			AP	
YSR	WKYR	1270	5kw-D					42		27	9	1/2	3*	x	6			UP;W	
GA	WVOW	1290	5-D,1-N					41	3	17	15	x	x*	1	1/2		5	UP;LW	
AR NSBURG	WEPM*	1340	250w	MBS	McGillvra	x		38	2	4	15	17	4*	3	5			AP;T	
AT VAN	WHJC	1360	1kw-D		Thos. Clark			10	10	17	12	8	2*	3			1/4	UP;Se	
ONGOMERY	WMON	1340	250w	MBS		9		37	4	13	7	15	2*	4				AP;W	
ORANTOWN	WAJR*	1230	250w	MBS		6		45			15	14	2*					UP;W	
ODSVILLE	WMOD	1370	1kw-D	KBS	Thos. Clark			38	7	16	14	7	2	6	3			UP;W	
RTINSVILLE	WETZ	1330	1kw-D	KBS	Gill-Perna			18	6	6	18	7	12*		12			AP	
AK HILL	WOAY*	860	10kw-D		Pearson			35	2	20	8	7	2*	2	2		2	AP;C,T	
ARRSBURG	WCEF	1050	1kw-D		Thos. Clark			35	3	6	8	4	3	3	1/4			AP;St	
	WCOM	1230	250w	ABC	McGillvra	9		30	2	4	6	17	2*		3			AP;W	
	WPAR*	1450	250w	CBS	Branham	7	2	45	1	2	5	15	2	6	1		3	UP;T	
INETON	WLOH	1490	250w	ABC		6		106	9	10	10	10	8*	3	2		3	AP;LW	
ANS	WKLC	1300	1kw-D					24		31	9	4	1*	1	3			AP;T	
ELION	WEIR	1430	1kw		Rambeau			119	3	2	8	5	12*	2	2	4		AP;T	
ELI	WELC	1150	1kw-D		McGillvra			30	6	23	12	15	5*				3	UP;W	
SON	WHAW	1450	250w	M,K		6		28	6		3	30	20*	1	4			UP;A	
HILING	WHLL	1600	5kw-D		Gill-Perna			70			3	10	2*			1		UP;St	
	WKWK*	1400	250w	ABC	Weed	5	1	56	17		9	16	8*	3		2	1	UP	
	WTRX	(See BELLAIRE, OHIO)																	
	WWVA*	1170	30kw	CBS	Blair	7	6	28	2	19	10	14	1*		4			AP;LW	

FORMATION: Bluefield, WKOY; Logan, WLOG; Morgantown, WCLG; Pineville, WWYO; Ronceverte, WRON; WELC; Williamson, WBTH.

WISCONSIN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post- mid	Pop music	Concert	Folk	Relig	News	Sports	Home- making	Farm	Foreign	Negro	Services	
PETON	WAPL	1570	1kw-D	_____	Gill-Perna	_____	_____	76	_____	_____	_____	7	1	_____	_____	_____	_____	UP	
	WHBY	1230	250w	M,K	Meeker	1	_____	49	17	16	8	20	12*	4	9	_____	_____	AP	
EL T	WBEL	1380	5kw-D	_____	Gill-Perna	_____	_____	40	21	9	3	x	7*	3	6	8	_____	UP	
	WGEZ	1490	250w	MBS	Everett-McK	3	_____	90	18	_____	3	50	8*	7	2	_____	_____	AP	
HIPEWA FALLS	WCHF	1150	1kw-D	KBS	Thos. Clark	_____	_____	60	2	8	2	7	4	3	1	_____	_____	UP;W	
AUCLAIRE	WBIZ	1400	250w	MBS	Pearson	4	_____	81	3	_____	4	17	x*	2	2	_____	_____	UP	
	WEAU*	790	5kw	NBC	Hollingbery	7	_____	12	_____	1	_____	7	1	_____	4	_____	_____	UP;A,Se	
	WRFW	1050	1kw-D	_____	Sears & Ayer	_____	_____	26	4	28	6	7	4	6	4	_____	_____	AP;C,St	
REN BAY	WBAY	1360	5kw	CBS	Weed	10	_____	15	3	14	4	16	2	3	14	_____	_____	UP	
	WDUZ	1400	250w	A,K	Forjoe	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	
	WJPG	1440	5-D,1-N	MBS	Burn-Smith	5	_____	35	_____	_____	_____	20	7*	2	14	_____	_____	AP;T,St	
ANSVILLE	WCLO*	1230	250w	MBS	Everett-McK	3	_____	58	3	_____	2	24	8*	_____	12	_____	_____	AP	
EDSHA	WLIP	1050	250w-D	_____	Everett-McK	_____	_____	41	7	7	3	10	6*	3	2	_____	_____	AP;T	
A ROSSE	WKBH	1410	5kw	NBC	H-R	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	AP	
	WKTY	580	1kw	ABC	Everett-McK	8	_____	40	_____	14	_____	18	x*	_____	20	_____	_____	UP;T	
	WLCX	1490	250w	M,K	_____	3	2	129	_____	_____	1	3	x*	_____	1	_____	_____	UP,INS	
ALSMITH	WLDY	1340	250w	_____	Thos. Clark	7	_____	80	14	_____	5	34	15*	_____	4	_____	_____	UP	
AISON	WIBA	1310	5kw	NBC	Avery-Knodel	8	_____	30	7	2	3	15	7*	6	6	_____	_____	AP	
	WISC*	1480	1kw	A,M	Hollingbery	7	_____	80	14	_____	5	16	10*	_____	6	_____	_____	UP	

BOLS: { * am-fm station
‡ fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
— category unclaimed

WISCONSIN (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS											Serv.
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
MADISON (cont.)	WKOW	1070	10-D,5-N	CBS	Headley-Reed	4		54	6	1	4	21	3*	3	17			UP	
	WMFM†	104.1	8kw					60	29	10	4	2	10*						
MANITOWOC	WOMT	1240	250w	MBS	Holman	6		27	12	9	6	20	5*	3	5			UP	
	WWOC	980	1kw-D		McGillvra			35	2	4	2	3	2	1	7			AP	
MARINETTE	WMAM	570	250-D, 100-N	NBC	V,R&McC	6		82	12	10	5	28	7*	4	11			UP	
MARSHFIELD	WDLB*	1450	250w	KBS				30	10	6	5	19	6*	3	6			UP	
MENOMONIE	WMNE	1360	1kw-D					20	3	20	2	15	3	2	3	1		UP	
MILWAUKEE	WEMP	1250	5kw		Headley-Reed		6	138			2	28	4*					UP	
	WFOX	860	250w-D					9	1	2	4	x	3		½	x		AP	
	WISN	1150	5kw	ABC	Petry			41	21	12	3	21	x*	3	12			AP	
	WMIL	1290	1kw-D		Everett-McK			19		44	6	3			1	x	15	UP	
	WOKY	920	1kw		Bolling		6	156			1	14	x		2			UP	
	WRIT	1340	250w		H-R		6	144			3	14			½			AP	
	WTMJ	620	5kw	NBC	Christal	8	½	x				x		3	6			AP	
	WEKZ	1260	1kw-D					4	4	14	7	4	8*	5	12	3		AP	
NEENAH	WNAM	1280	1kw					100	17		3	15	15*		1	1		UP	
OSHKOSH	WOSH	1490	250w	A,K	Pearson	3		85			2	12	5*		¼			UP	
PARK FALLS	WPPF	1450	250w		Thos. Clark			42	6	27	4	10	10*	9	5			UP	
PLYMOUTH	WPLY	1420	500w-D	KBS				22	8	6	4	9	4*	2	6			AP	
PORTAGE	WPDR	1350	1kw-D					35	8	2	3	10	3	5	4			UP	
PRAIRIE DU CHIEN	WPRE	1280	500w-D		Holman			30	2	13	5	x	1*	1	6			UP	
	WRAC	1460	500w-D		Sears & Ayer			41	1	5	4	13	4*			1		UP	
RACINE	WRJN*	1400	250w	ABC	Walker	7		30	5	4	4	23	6*	2	1	8		AP	
	WOBT	1240	250w	MBS	McGillvra	x		60			7	23	8*	4	1			UP	
RICE LAKE	WJMC	1240	250w	MBS	Hollingbery	4		61	12	20	5	26	4*	5	14			UP	
RICHLAND CENTER	WRCO	1450	250w					16	7	5	8	5	9*	3	14			UP	
SHAWANO	WTCH	960	1kw		Best			46	7	14	4	10	15*	6	4	2		UP	
SHEBOYGAN	WHBL*	1330	1-D,250-N	ABC	V,R&McC	6		55	14	8	9	17	2*	1	1			AP	
SPARTA	WKLJ	1290	1kw-D		Best			28	1	5	4	10	7*		5			UP	
STEVENS POINT	WSPT	1010	250w-D		Holman			60		11	3	7	2		6			UP	
STURGEON BAY	WDOR	910	500w-D		McGillvra			x	1		3	5	1	1	7				
WATERTOWN	WTTN	1580	250w-D	KBS				60	4	1	4	6	6*	3	3			AP	
SUPERIOR- DULUTH, MINN.	KDAL	610	5kw	CBS	Avery-Knodel	8	6	85	4	5	5	20	1	5	¼			AP	
	WDSM	710	5kw	A,M	Free & Peters	11		13		2		6	4*			1		UP	
	WEBC	560	5kw	NBC	Hollingbery	4	2	45	15	10	10	15	3	5	10			UP	
WAUKESHA	WAUX	1510	250w-D	KBS	Holman			20	2	12		7			5	12		AP	
WAUPACA	WDUX	800	1kw-D		Forjoe														
WAUSAU	WOSA*	550	5kw	M,K	Rambeau	4	1	35	28	21	9	28	14*	5	14	1		UP	
	WSAU	1400	250w	NBC	Meeker	9		38	7	5	3	11	3*	½	1			UP	
WISC. RAPIDS	WFHR*	1340	250w	MBS	Devney	4		48	12	12	4	20	10*	2	10			AP	

NO INFORMATION: Antigo, WATK; Ashland, WATW; Beaver Dam, WBEV; Fond-Du-Lac, KFIZ; Hartford, WTKM; Medford, WIGM; Platteville, WSWW; Poynette, WB
Reedsburg, WRDP; Sheboygan, WSHE; Sturgeon Bay, WOKW; Two Rivers, WTRW; Wausau, WHVF; West Bend, WBKV.

WYOMING

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Serv.
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
CASPER	KSPR	1470	5-D,1-N	CBS	Walker	9	---	---	---	---	5	3	7•	3	1	---	---	UP;A		
	KVOC	1230	250w	M,A	McGillvra	---	---	18	7	3	6	17	5•	3	3	---	---	AP		
CHEYENNE	KFBC	1240	250w	ABC	McGillvra	8	---	30	4	---	2	16	8•	2	1	---	---	UP;S		
	KVWO	1370	1kw-D	MBS	McGillvra	2	---	42	---	30	---	9	---	---	x	7†	---	---		
CODY	KODI	1400	250w	---	McGillvra	2	---	54	12	7	6	15	9•	3	3	---	---	AP;V		
LANDER	KOVE	1330	1kw	MBS	Continental	4	---	50	11	5	6	18	6•	3	2	---	---	AP		
LARAMIE	KOWB	1340	250w	KBS	Avery-Knodel	x	---	70	5	5	4	20	6•	1	2	---	---	UP;V		
NEWCASTLE	KASL	1240	250w	ABC	---	---	---	11	8	7	6	14	6•	6	6	---	---	AP;V		
RAWLINS	KRAL	1240	250w	M,A	McGillvra	8	---	63	7	3	5	13	4•	3	2	1†	---	AP		
RIVERTON	KWRL	1450	250w	MBS	---	8	---	22	10	4	9	10	10•	2	2	---	---	AP		

NO INFORMATION: Evanston, KLUK; Powell, KPOW; Rock Springs, KVRs; Sheridan, KWYO; Thermopolis, KRTR, KTHE; Torrington, KGOS; Worland, KWOR.

ALASKA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANCHORAGE	KFQD	730	10kw	CBS	Alaska Sales	6		17	15	13	6	11	3*	3	1			AP; LW, T
CORDOVA	KLAM	1450	250w		Fletcher			16	6	5	4	5	3*	2				AP
FIRENKS	KFRB	900	10kw	CBS	Alaska Sales	6		17	15	13	6	11	3*	3	1			AP; LW, T
INEU	KINY	800	5kw	CBS	Alaska Sales	6		17	15	13	6	11	3*	3	1			AP; LW, T
	KJNO	630	1-D, 500-N	N, A, M	Fletcher	10		18	6		4	10	4*	3	1	1		AP
ETCIKAN	KABI	580	1-D, 500-N	N, A, M	Fletcher	9		30	5	1	4	10	4*	4				AP, A
	KTEN	930	1kw	CBS	Alaska Sales	6		17	15	13	6	11	3*	3	1			AP; LW, T
WAD	KIBH	1340	250w	CBS	Alaska Sales	6		17	15	13	6	11	3*	3	1			AP; LW, T
TK	KIFW	1230	250w	CBS	Alaska Sales	6		17	15	13	6	11	3*	3	1			AP; LW, T

INFORMATION: Anchorage, KBYR, KENI; Fairbanks, KFAR; Sitka, KSEW.

GUAM, M. I.

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
GAM	KUAM	610	1kw	All	Young	6		80	3	11	1	7	1	5	2	8		

HAWAII

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
HLO	KHBC	970	1kw	CBS	Free & Peters			11	40	2	5	7	x			25		UP; A, C
	KILA	850	1kw	MBS	Hollingbery	x	1	45	7	2	1 ₂	2	2	1		79		UP; W
HONOLULU	KAHU	920	1kw		Devney			18	12	12	1 ₂	5			1	52		AP
	KAIM*	870	1kw					20	64		27	6				1		UP
	KGMB	590	5kw	CBS	Free & Peters			11	40	2	5	7	x			25		UP; A, C
	KGU	760	10kw	NBC	NBC Spot	10	1	33	6	6	2	16	15*	15		12		UP; St, T
	KIKI	830	250w		W. S. Grant		6	80	27	20	1		x			45		
	KPOA	630	5kw	MBS	Hollingbery	2	1	70		3	2	5	12*	8	1 ₂	37		UP
	KULA	690	10kw	ABC	Young			13			4	6	x			25		UP
HU	KTOH	1490	250w	NBC	NBC Spot	7		28	1	5	2	11	8	1	1 ₂	12		UP
KAUKU	KMVI	550	1kw	NBC	NBC Spot	6		20				7	x*			14		UP; T
KAIAHU	KAHU	(See HONOLULU)																

INFORMATION: Hilo, KIPA; Honolulu, KHON; Kaneohe, KANI.

PUERTO RICO

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
GUADILLA	WABA	850	500w					28		16	5	15	1	x	1	3		
AGAS	WNEL	1450	250w					57	11	6	5	x	2	2				
	WVJP	1110	250w					62	8	7	6	3	2*	3		3		
MAYAGUEZ	WAEL	600	1kw					94	7	12	8	18	4*					
	WORA	1150	1kw		Young	3		72	9		1							
	WTIL	1300	1kw					10	4		4	11	7*					
ONE	WISO	1260	1kw			1		x				x	x					
ANJUAN	WAPA	680	10kw	A, M	Caribbean	x		80			4	2	5*	1	5			
	WKAQ	580	5kw	CBS	Inter-American	x			3		3	16	3					UP; A

INFORMATION: Arecibo, WCMN; Bayamon, WENA; Fajardo, WMDD; Guayama, WXRJ; Mayaguez, WKJB, WTPA; Ponce, WPAB, WPRP; Rio Piedras, WRIO, WFW; San Juan, WHOA, WIAC, WITA, WKVM.

VIRGIN ISLANDS

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ST. THOMAS	WSTA	1340	250w		Young			62	11	4	17	10	2*	2	1 ₂	1		AP

INFORMATION: Christiansted-Frederiksted, WIVI.

CANADA

ALBERTA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CALGARY	CFAC	960	5kw	T-C	Weed; All-Can	5	1 ₂	10	15	2	5	13	7*	1	5			BUP, BN; A, T, W
	CFCN	1060	10kw	Dom	CSR	2	1	10	10	22	8	14	3	1	3			BN, BUP; LW, Se
	CKXL	1140	1kw		Forjoe; Stovin		6	73	5	11	6	19	10*	2				BN, BUP;

SYMBOLS:

* am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
— category unclaimed

CANADA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Ser
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
EDMONTON	CBA	1010	50kw	T-C	CBC	16		9	36	5	4	10	4	8	3					
	CFRN*	1260	5kw	Dom	CSR; Reps Ltd.	2	6	86	3	14	8	21	9*	2	3	½		BN, P, L		
	CHED	1080	1kw	Forjoe; Stovin	6	147	55	21	6	17	6*	BN, P, L		
	CHFA	680	5kw	Fr	McGilly; Renaud	5		39	67	11	7	14	3	3	5	3		BN, P, L		
	CJCA*	930	5kw	T-C	Weed; All-Can	2	1	x	x	x	x	x	x	9			BN, P, L		
GRANDE PRAIRIE	CFGP	1050	5kw	T-C	Weed; All-Can	4	1	41	19	8	9	10	5*	13	2			BN, P, L		
LETHBRIDGE	CJOC	1220	10-D,5-N	T-C	Weed; All-Can	4	33	3	3	4	15	7*	7	3			BN, P, L		
MEDICINE HAT	CHAT	1270	1kw	Dom	Weed; All-Can	1		40	8	39	7	13	8*	3	2			BN, P, L		
PEACE RIVER	CKYL	630	1kw	Alexander	1	65	16	11	6	9	x*	3	2	¼		BN, P, L		
RED DEER	CKRD	850	1kw	Dom	CSR; Reps Ltd.	53	9	15	5	3	6*	1	½			BN, P, L		

NO INFORMATION: Camrose, CFCW Edmonton, CKUA.

BRITISH COLUMBIA

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Serv
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
CHILLIWACK	CHWK	1270	1kw	Dom	Weed; All-Can	4		45	23	10	9	15	6	2	3	½		BUP		
DAWSON CREEK	CJDC	1350	1kw	T-C	Cooke; Reps Ltd.			60	12	45	10	25	x•	12	6			BN;		
KAMLOOPS	CFJC	910	1kw	T-C	Weed; All-Can	6		31	17	10	6	8	4•	2	3			BN;		
KELOWNA	CKOV	630	1kw	T-C	Weed; All-Can	x		24	8	3	6	15	5•	3	3	1		BN;		
NANAIMO	CHUB	1570	1kw		Cooke; S&T		1	83	10	1	5	16	2•	10				BUP		
NELSON	CKLN	1240	250w	T-C	CSR; Stovin	9		36	30	7	5	10	6•	5	4			BN		
N. WESTMINSTER	CKNW	1320	5kw		Reps Ltd.		6	140	4	9	2	24	6			½		BN; P. A.		
PENTICTON	CKOK	800	1kw	Dom	Cooke; Hunt; Mul	2	1	64	8	2	1	13	3•		1	45		BN;		
PORT ALBERNI	CJAV	1240	250w		Hunt; S&T			11	6	3	4	10	5•	10		2		BN; L St		
PRINCE GEORGE	CKPG	550	250w	T-C	Weed; All-Can	x	1	48	5	14	10	14	2•	6	7			BN		
PRINCE RUPERT	CFPR	1240	250w	T-C	Stovin	16		9	36	5	4	10	4	8	3			BN; P. W		
TRAIL	CJAT	610	1kw	T-C	Weed; All-Can	x		76	30	20	3	17	4•	3				BN;		
VANCOUVER	CBU*	690	10kw	T-C	CBC	16		9	36	5	4	10	4	8	3			BN; P.		
	CFUN	1410	1kw		NBS		1	120	6			x	7					BUP		
	CJOR	600	5kw	Dom	CSR; Stovin	2	6	81	9	½	10	11	2	9				BN; P.		
	CKLG	1070	1kw		Cooke			83	21	7	3	14	x	18		2		BN; P.		
	CKWX	930	5kw	MBS	Weed; All-Can		1	60	46	12	8	20	3•	3	6			BN; P. W		
VERNON	CJIB	940	1kw	Dom	Cooke; Reps Ltd.			x	7	x		13	3•	2	x	2		BN;		
VICTORIA	CJVI	900	5kw	Dom	Weed	1	6	75	16	6	3	15	5•	1				BN; P.		
	CKDA*	1280	5kw		Forjoe; NBS		1	70	12	10	1	17	3•	x		½		BN; P. Se		

MANITOBA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS											Serv
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
BRANDON	CKX	1150	1kw	Dom	CSR; Reps Ltd.		1												
DAUPHIN	CKDM	1230	250w	CSR; Reps Ltd.			101	8	15	5	14	4•	10	2	1			BN;S
FLIN FLON	CFAR	590	1kw	T-C	CSR; Stovin	4	¼	36	16	10	4	9	5•	3					BN;S
ST. BONIFACE	CKSB	1250	1kw	Fr	McGillvra	5	28	26	10	6	10	2	10	4	5			BUP
WINNIPEG	CBW	990	50kw	T-C	CBC	16		9	36	5	4	10	4	8	3				BN,B
	CJOB*	1340	250w	CSR; Reps Ltd	6	150	3	12	3	15	1	1					BN,B A.I. St. W
	CKRC	630	5kw	Weed; All-Can	3	½	79	9	2	2	16	2	4	3				BN,B LW
	CKY	580	5kw	Dom	Forjoe; Stovin	...	1	115			42	9	28	5•	5	6			BUP; A.C

SYMBOLS:

* am-fm station
† fm stationD—daytime power
N—night power• local sports covered
† Mex. Amer. includedx figure unspecified
... category unspecified

CANADA (continued)

NEW BRUNSWICK

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
THIRST	CKBC	1400	250w	-----	Alexander			73	3	9	2	13	2*	4				BN; LW, Se
WELLINGTON	CKNB	950	1kw	Dom	Weed; Hardy	5		10	14	12	8	6	5*					
MUNDSTON	CJEM	570	1kw	Fr	CSR; Stovin	5	1	63	30	10	8	5	2*	1	4			BN; Se
EDMONTON	CFNB	550	5kw	T-C	Weed; All-Can	7		13	8	9	4	27	3*	6				BUP, T
JON	CBAF	1300	5kw	Fr	CBC													BN, BUP
	CKCW	1220	10kw	Dom	CSR; Stovin	2	2	61	20	10	8	8	6*	5	6			BN, BUP; LW
WICSTLE	CKMR	790	1kw	T-C	Renaud	6		35	8	31	7	14	5*	3				BUP, BN
CKILLE	CBA	1070	50kw	T-C	CBC	16		9	36	5	4	10	4	8	3			
JON	CFBC	930	5kw	Dom	CSR; NBS		1		8	5	x	12	3*	3	x			BN, BUP; T

INFORMATION: Saint John, CHSJ.

NEWFOUNDLAND

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BR BROOK	CBY	790	1kw	T-C	CBC	16		9	36	5	4	10	4	8	3			
ER	CBG	590	1kw	T-C	CBC	16		9	36	5	4	10	4	8	3			
AN FALLS	CBT	1350	1kw	T-C	CBC	16		9	36	5	4	10	4	8	3			
JOHN'S	CBN	640	10kw	T-C	CBC	16		9	36	5	4	10	4	8	3			BN, BUP
	CJON	930	5kw	---	Weed	x	1	100	16	18	4	16	7*		2			BN; LW, Se

INFORMATION: St. John's, VOAR, VOWR, VOWR.

NOVA SCOTIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANTONISH	CJFX	580	5kw	Dom	CSR	6		33	9	21	6	13	5*		2			BUP; LW
DEWATER	CKBW	1000	1kw	T-C	Cooke; Reps Ltd.	5	1/4	26	20	19	5	14	2*	5	3			BN
ALAX	CRH	1330	100w	T-C		16		9	36	5	4	10	4	8	3			BN, BUP
	CHNS*	960	5kw	Dom	Weed; All-Can	3	1/2	42	4	10	2	11	2*	1 1/2				BN, BUP; T, LW
	CICH	920	5kw		CSR		1	58	3	11	16	16	x*	1				BN; Se, W
WILLE	CKEN	1490	250w	---	Alexander			25	15	8	7	9	x*	3	2			BN; W
DIY	CBI*	1140	5kw	T-C		16		9	36	5	4	10	4	8	3			
	CJCB*	1270	5kw	Dom	Weed; All-Can	4		80	14	40	6	16	5	10				BN
UN	CKCL	600	1kw	---	RTS			13	7	12	6	7	2*	1	4	1 1/2		BUP; W
INJOR	CFAB	1450	250w	---	Alexander			25	15	8	7	9	x*	3	2			BN; W

INFORMATION: New Glasgow, CKEC; Yarmouth, CJLS.

ONTARIO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
RE	CKBB	1230	250w	---	CSR; Mulvihill			60	2	10	4	11	5*	8	5	1 1/2		BN; Se
LIVILLE	CJBQ	1230	250w	Dom	CSR; Stovin			30	14	2	5	x	2*	7	3			BN; T, W
APTON	CFJB	1090	250w-D	---	RTS			51	7	7	4	14	2	14	2	3		BN, BUP; LW, Se, W
ATFORD	CKPC*	1380	1kw	Dom	Alexander			67	2	6	10	18	7	7	3	1		BUP; W, C
OKVILLE	CFJR	1450	250w	Dom	CSR; Stovin	6		31	20	13	7	7	4*	5	3			BUP
HAHAM	CFCO	630	1kw	Dom		6		28	6	13	13	11	2	2	3			BUP; Co, LW
FRANCES	CFOB	800	1kw	Dom	Cooke; Reps Ltd.	8		58	1	28	1	11	2	2	3			BN
WILLIAM	CKPR*	580	1kw	T-C	CSR; Reps Ltd.	8		27	4	3	6	12	4	3	1			BN; T
AL	CKGR	1110	250w-D	---	RTS			23	12	9	4	8	2*	x	1 1/2	2		BN; LW

 * am-fm station
 † fm station

 D—daytime power
 N—night power

 * local sports covered
 † Mex. Amer. included

 x figure unspecified
 --- category unclaimed

CANADA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Ser
						Network	Post- mid	Pop music	Concert	Folk	Relig	News	Sports	Home- making	Farm	Foreign	Negro			
GUELPH	CJOY	1450	250w	—	Cooke; Reps Ltd.	—	1/2	70	7	8	2	9	10*	2	3	3	—	BN		
HAMILTON	CHML	900	5kw	Dom	CSR	x	3	108	5	11	6	x	6*	8	—	3	—	BN;		
	CKOC	1150	5kw	T-C	Weed; All-Can	2	1	66	14	10	2	18	4	—	—	—	—	BN, P, T, W		
KENORA	CJRL	1220	1kw	Dom	Cooke; Stovin	6	—	70	3	3	2	10	5*	—	—	—	—	BN, P, A		
KINGSTON	CKLC*	1380	1kw	Dom	Forjoe; Stovin	3	2	81	9	10	5	14	7*	5	1	—	—	BN, P, W		
	CKWS*	960	5kw	T-C	Weed	5	1	45	24	12	5	17	6*	4	1	—	—	BN		
KITCHENER	CKCR	1490	250w	Dom	McGillv; Renaud	1/2	—	86	10	14	10	13	10*	3	2	4	—	BN;		
LEAMINGTON	CJSP	710	250w-D	—	Best; R&T Sls	—	—	60	14	16	2	15	4*	5	3	2	—	BN;		
LONDON	CFPL*	980	5kw	Dom	Weed; All-Can	1	2	80	5	2	6	13	3*	8	4	—	—	BN;		
NIAGARA FALLS	CHVC	1600	5kw	—	Cooke	—	—	x	x	x	11	8	4*	2	1/4	11	—	BU		
ORILLIA	CFOR	1570	1kw	Dom	S&T	4	—	40	4	20	12	10	4*	5	2	—	—	BN;		
OSHAWA	CKLB	1350	5kw	—	Alexander	—	1	119	4	9	9	x	4*	5	1	3	—	W		
OTTAWA	CBO*	910	5kw	T-C	—	16	—	9	36	5	4	10	4	8	3	—	—	—		
	CFRA*	560	5kw	—	Weed; S&T	—	6	85	5	20	3	19	6*	3	6	—	—	BN, P, L		
	CKOY	1310	5-D,1-N	Dom	Cooke; NBS	2	6	100	3	3	6	16	6*	6	—	—	—	BN, P, A, L		
OWEN SOUND	CFOS	1470	1kw	Dom	CSR; Reps Ltd.	1	—	42	4	7	9	3	4*	4	10	—	1/2	BN;		
PETERBOROUGH	CHEX	1430	1kw	Dom	Weed; NBS	3	—	54	10	14	5	15	5*	6	2	—	—	BN		
PORT ARTHUR	CFPA	1230	250w	Dom	Weed; Alex'r	3	—	10	3	4	2	7	3*	—	—	1/2	—	BN; St		
ST. CATHARINES	CKTB*	620	1kw	Dom	McGillvra	—	—	50	11	4	5	15	3*	6	2	6	—	BN; W		
ST. THOMAS	CHLO	680	1kw	T-C	CSR; S&T	5	3	54	15	5	9	15	5*	x	4	2	—	BU; W		
SARNIA	CHOK	1070	5kw	T-C	Cooke; P.M.	5	—	55	10	9	10	12	6*	6	7	—	—	BN;		
SAULT STE. MARIE	CJIC	1490	250w	T-C	McGillvra; Alex'r	7	1	41	8	9	4	12	7*	3	x	2	—	BN		
SMITH FALLS	CJET	1070	250w-D	—	Alexander	—	—	38	—	6	2	x	1*	6	3	—	—	BN		
STRATFORD	CJCS	1240	250w	—	Weed; All-Can	—	—	72	15	8	4	15	8*	12	2	—	—	BU		
SUDBURY	CHNO	900	1kw	D-F	CSR; Renaud	4	1	68	6	9	5	2	12*	3	3	4	—	BN;		
	CKSO	790	5kw	T-C	Weed; All-Can	8	1	19	3	3	5	12	4*	3	—	—	—	BN		
TILLSONBURG	CKOT	1510	250w-D	—	Reps Ltd.	—	—	12	2	18	3	14	2	x	3	2	—	BN		
TIMMINS	CFCL	580	1kw	—	McGillv; Renaud	3	1	45	9	13	4	11	10*	4	3	4	—	BU; e		
TORONTO	CBL*	740	50kw	T-C	—	16	—	9	36	5	4	10	4	8	3	—	—	BN, P		
	CFRB*	1010	50kw	CBS	CSR; All-Can	—	—	—	—	—	—	6	2	3	—	—	—	BN, P;		
	CHUM	1050	1kw-D	—	McGillv; R&T Sls	—	—	x	—	—	6	x	2	3	—	6	—	BN		
	CJBC	860	50kw	Dom	Stovin	x	—	—	—	—	—	—	—	—	—	—	—	BN, P		
	CKEY	580	5-D,1-N	—	Cooke; NBS	—	6	99	2	4	5	20	3*	1/2	—	—	—	BN, P, W, C, T, L, W		
WINDSOR	CKFH	1400	250w	—	Weed; S&T	—	6	1	15	13	6	12	7*	—	—	8	—	BN;		
	CBE	1550	10kw	T-C	—	16	—	9	36	5	4	10	4	8	3	—	—	—		
	CKLW*	800	50kw	MBS	CSR; All-Can	5	6	86	4	6	15	19	5	6	6	—	2	UP, S, T		
WINGHAM	CKNX	920	1kw	—	CSR; Alexander	—	—	35	15	19	8	8	4*	4	6	—	—	BU		
WOODSTOCK	CKOX	1340	250w	—	Renaud	—	—	—	8	6	7	5	3*	10	3	1/2	—	BU; W, S, T		

NO INFORMATION: Cornwall, CKSF; Kirkland Lake, CJKL; Lindsay, CKLY; North Bay, CFCH; Pembroke, CHOV; Sault Ste. Marie, CKCY; Timmins, CKGB.

PRINCE EDWARD ISLAND

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									Series
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
SUMMERSIDE	CJRW	1240	250w	-----	Reps Ltd.	---	---	64	10	18	9	10	4*	3	1	---	---	BUPT	

NO INFORMATION: Charlottetown, CFCY.

QUEBEC

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS										Seri
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
ALMA	CFGT	1270	1kw	---	Renaud	x	---	56	34	6	4	13	6*	3	1	2	---	BN		

SYMBOLS:

* am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

x figure unspecified
— category unspecified

CANADA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services		
OS	CHAD	1340	250w	Fr	Weed; Renaud	5		15	18	8	8	6	7*	2	3	3		BUP		
COTIMI	CBJ	1580	10kw	Fr		x														
	CJMT	1450	250w		McGilly; Renaud		1	74	23	5	5	5	3	1	2	3		BN		
NE	CHEF	1450	250w		Renaud			51	28	5	4	9	2*	1	1			BUP		
L	CKCH	970	5kw	Fr	McGilly; Renaud	5	1	22	28	6	1	11	3	2	3			BN		
QERE	CKRS	590	1kw		CSR; Hardy	1		63	11	8	10	11	1*	6	2			BN		
ARE	CKLS	1240	250w	Fr	Weed; Renaud	7		15	18	8	8	6	7*	2	3	3		BUP		
NTAGNY	CKBM	1490	250w		R&T Sales			140	11	23	2	9	2*	3	6			BN		
NTAL	CBF*	690	50kw	Fr		x												BN,BUP		
	CBM*	910	50kw	T-C		16		9	36	5	1	10	1	8	3			BN,BUP		
	CFCF*	600	5kw	ABC; Dom	Weed; All-Can	3		73	1	9	2	11	1*					BN,BUP; St		
	CHLP	1410	1kw		Renaud			57	18	3	7	13	3*	5		37		BN,BUP; A		
	CKAC	730	10-D,5-N	CBS	CSR; Renaud		1/2	13	6	1	8	20	5*	7	3	1		BN,BUP		
	CKVL*	850	10kw		R&T Sales		1	110	4	13	6	16	x	1	3			BN,BUP; LW		
EBC	CBV	980	5kw	Fr		x														
	CHRC*	800	5kw		CSR			11	23	4	8	12	1*	2	2			BN,BUP		
	CJQC	1340	250w	T-C	R&T Sales		3	28	5	11	1	12	3*	3				BN; W,LW		
	CKCV	1280	1kw		Weed; Renaud			21	26	29	1	12	2	6	1/2	1/2		BN		
OKI	CJBR*	900	10kw	Fr	CSR; Stovin	x	1/2	11	10	6	6	9	2*	2	3			BN; Se		
JY	CKRN	1400	250w	Fr	Weed; Renaud	5		15	18	8	8	6	7*	2	3	3		BUP		
REOKE	CHLT	900	1kw	Fr	CSR; Hardy	6		40	6	1	9	10	3*	5	3			BN; LW,T		
	CKTS	1240	250w	Dom	CSR; Hardy	12		30	40	23	1	22	6*		1			BN; LW,T		
EL	CJSO	1320	1kw		Hardy	1		51	17	11	1	1	2*	1	1/2			BN		
RD MINES	CKLD	1230	250w	Fr	CSR; Hardy	6		60	30	11	3	8	2	5	1			BN		
ISIVIERES	CHLN	550	5kw		CSR; Renaud	1		27	18	25	5	11	7	3	3			BUP		
LOR	CKVD	1230	250w	Fr	Weed; Renaud	5		15	18	8	8	6	7*	2	3	3		BUP		
CIAYVILLE	CFDA	1380	1kw		R&T Sales		3	28	5	11	7	8	3*	2	3			BN		
ENARIE	CKVM	710	1kw	Fr	CSR; Hardy	6		4	7	3	8	x	1*	3	7			Se		

INFORMATION: Drummondville, CHRD; Matane, CKBL; Montreal, CJAD, CJMS; New Carlisle, CHNC; Riviere-Du Loup, CJFP, Roberval, CHRL; Ste. Anne De La Riviere, CHBG; St. Georges De Beauce, KRB; Shawingan Falls, CKSM; Trois Rivières, CKTR.

SASKATCHEWAN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services		
AV. BOURG	CFRC	1230	250w	Fr	Renaud	7		2	6	1	3	1	1/2	2	1			BUP		
OS JAW	CHAB	800	5kw	Dom	Weed; Stovin	1		55	6	17	10	16	3•	3	10			BUP		
B. TLEFORD	CJNB	1460	1kw	-----	Stovin		1	18	5	16	8	14	11•	3	3			BUP; St		
NE ALBERT	CKBI	900	5kw	Dom	Weed; All-Can		1	60	2	25	10	16	4•	4	2	2		BN; T		
INA	CBK	540	50kw	T-C	CBC	16		9	36	5	1	10	1	8	3					
	CKCK	620	5kw	T-C	Weed; All-Can		1	30	5	1	x	12	3•					BN, BUP; W		
	CKRM	980	5kw	Dom	CSR	2	1	70	12	22	1	11	7•	3	6	1		BN, BUP; LW, Se		
SK TOON	CFNS	1170	1kw	Fr	Renand	x		15	12	17	1	7	2•	2	2	2		BUP		
	CKOM	1420	5kw	-----	Weed; Stovin		1	70	8	20	3	11	3•	3	1	1		BN; C, St, T		
RON	CJGX	910	1kw	Dom	CSR; Stovin	2	1	60	21	10	10	13	11•		12	3		BN; LW		

INFORMATION: Saskatoon, CFQC.

AMPS: { * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Amer. included

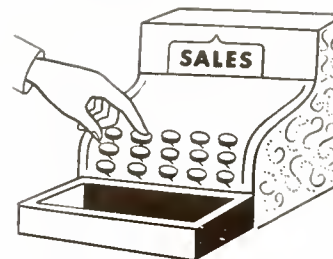
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THE SHORTEST DISTANCE
BETWEEN TWO POINTS
IS A STRAIGHT
KFWB LINE

FRANK BULL
—Dixieland Man.
6:30 to 7:30 PM

The Station with Sales Penetration!
Music, News, Sports, Special
Features—24 hours a Day.
Entertainment—Sales—
Merchandising



KFWB—Los Angeles

GOOD NEIGHBORS TO THE PUBLIC

*. . . good
salesmen
for your
product*

"To sell . . . a station must also serve." This is the principle which guides each of the four stations operated by Peoples Broadcasting Corporation. Each recognizes that leadership carries with it the responsibility to keep programs on a high plane. Each takes an active and neighborly interest in the community it serves. Each, through public service, has won the good will of its listeners . . . good

*How people's
money serves
people's needs*

will that is shared by the products of its advertisers.

Peoples Broadcasting Corporation is owned by the more than two million policyholder-members of the Nationwide Mutual Insurance Company . . . the company which believes in investing its policyholders' money in activities which serve the policyholders' interest.

<p>WMMN (CBS 5000-920) FAIRMONT West Virginia</p> <p>First since 1928 in North Central West Virginia. WMMN is first in coverage, power, penetration and <u>first</u> in audience. WMMN is the only station that delivers this vital market.</p> <p>Represented by H-R Representatives</p>	<p>WRFD (IND. 5000-880) WORTHINGTON Ohio</p> <p>WRFD's strong signal dominates 72 of Ohio's 88 counties. Its auto signal is the best in the state. WRFD is programmed for rural and small town listeners. It is the established voice of leading farm organizations in Ohio.</p> <p>Represented by Gill-Perna Inc.</p>
<p>WTTM (NBC 1000-920) TRENTON New Jersey</p> <p>Covering Central New Jersey and the Delaware Valley, this station plays an important part in all activities of the surrounding community. Trenton is the hub of this vast industrial area.</p> <p>Represented by Forjoe & Co., Inc.</p>	<p>WGAR (CBS 50,000-1220) CLEVELAND Ohio</p> <p>A major influence in Northern Ohio, serving 4 1/2-million people. WGAR is programmed for the adult quality audience who do the major purchasing; winner of many awards for outstanding public service.</p> <p>Represented by Henry I. Christal Co., Inc.</p>

PEOPLES BROADCASTING CORPORATION

Columbus, Ohio

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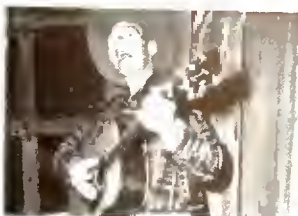
concert music PAGE 95

607 stations with 10 weekly hours or more of orchestral music.



farm radio PAGE 101

523 stations reporting special programming beamed to rural America.



folk music PAGE 105

463 stations programming 20 hours or more per week in this category.



foreign language PAGE 109

410 stations programming in 48 languages with table of hours per week

RADIO CATEGORY DIRECTORY



mexican-american PAGE 115

181 stations with Spanish language programming for this audience.



negro radio PAGE 123

710 stations regularly scheduling programs appealing to Negro audiences.



religious & gospel PAGE 133

477 stations scheduling 10 or more hours per week in this category.



popular music PAGE 137

372 stations with a total of 75 hours or more per week in this category.



GOOD music is ringing up sales in Los Angeles...

Fact: Of nine leading L.A. radio stations measured by PULSE, only *one* programs classical and semi-classical music exclusively—KFAC. Good music, properly programmed, attracts a very large audience.

Fact: KFAC is listened to by 22% of the radio homes daily, over 50% weekly. You can reach this audience at the lowest-cost-per-listener of any major radio station in Los Angeles. See your PULSE.

Fact: Twenty-seven of our clients have been selling on KFAC for two consecutive years or longer. Successfully. Why not you? Next time our Bolling Company representative calls—talk KFAC with him.



KFAC

The Music Station for Southern California...

1330 on your radio... 92.3 on your FM set

PRUDENTIAL SQUARE • LOS ANGELES

concert music



symbol

† station features classical music
Figures represent hours per week

● 1959 stations regularly schedule light orchestral or classical music. This represents 78% of all 1956 questionnaire respondents, or the same percentage as the 1955 Buyers' Guide showed in this category. Continued growth in good music is indicated in the fact that 31% of the 1956 respondents scheduled 10 or more hours per week in the category compared with 23% in 1955 and only 9% in 1954.

Light concert music, of course, dominates the programming hours these stations devote to the concert category with the greatest number, as is to be expected, programming popular music along with other forms of entertainment. Most of the stations devoting a substantial portion of their programming to classical or light orchestral music are located in the larger metropolitan areas. 106 of them, or 21% appear also in the Farm Radio category (see page 101). 30% of the foreign language stations also feature this type of programming and are represented in the list below.

ALABAMA

CITY	CALL LETTERS	HOURS
ANNISTON	WSPC	10
GREENVILLE	WGYV	10
HUNTSVILLE	WBHP	10
MOBILE	WABB	15
TUSCALOOSA	WNPT	15

ARIZONA

BISBEE	KSUN	10
FLAGSTAFF	KCLS	16
HOLBROOK	KDJI	22
PHOENIX	KONI	20†
TUCSON	KTUC	18
	KVOA	16
YUMA	KOLD	35

ARKANSAS

LITTLE ROCK	KGHI	10
PINE BLUFF	KOTN	12

CALIFORNIA

BERKELEY	KRE	38
BLYTHE	KYOR	13
CRESCENT CITY	KCRE	35
EL CENTRO	KXO	30
FORT BRAGG	KDAC	10
FRESNO	KFRE	18
	KRFM (fm)	49†
	KYNO	19
GLENDALE	KUTE (fm)	10
LANCASTER	KAVL	17
LONG BEACH	KNOB (fm)	19
LOS ANGELES	KFAC	168*
	KNX	33
	KPOL	99

MERCED	KYOS	18
MONTEREY	KXXL	52
NEEDLES	KSFE	12
OAKLAND	KLX	16
PETALUMA	KAFP	14
SACRAMENTO	KCRA	25
	KGVS	14
SAN BERNARDINO	KRNO	17
SAN DIEGO	KSON	29
SAN FRANCISCO	KCBS	40†
	KEAR	140
	KNBC	10
	KXXK (fm)	140
SAN JOSE	KEEN	14†
SANTA BARBARA	KDB	20†
	KIST	12
	KTMS	20
SANTA CRUZ	KSCO	28
SANTA MARIA	KSMA	20
SANTA ROSA	KSRO	21
SONORA	KROG	18
STOCKTON	KGDM	14
TURLOCK	KTUR	15
VISALIA	KONG	12
WASCO	KWSO	64
YUBA CITY	KUBA	13

COLORADO

BOULDER	KBOL	47
DENVER	KLIR	34
	KOA	11
DURANGO	KIUP	14
FORT COLLINS	KCOL	20
GRAND JUNCTION	KFXJ	11
GREELEY	KFKA	13
LA JUNTA	KBNZ	14
LAMAR	KLMR	15
MANITOU SPRINGS	KCMS (fm)	58
STERLING	KGEK	16

CONNECTICUT

HARTFORD	WCCC	32†
	WFMQ (fm)	52*
	WGTH	11
	WHAY	20
NEW HAVEN	WAVZ	17
NORFOLK	WNLK	10†
NORWICH	WICH	12

DELAWARE

MILFORD	WKSAB	17
---------	-------	----

DISTRICT OF COLUMBIA

WASHINGTON	WASH (fm)	10
	WGMS	85*
	WPIK	10
	WTOP	31

FLORIDA

CLEARWATER	WTAN	16
COCOA	WKKO	11
CORAL GABLES	WVCG	57*
DAYTONA BEACH	WNDB	19
DE LAND	WJBS	15
GAINESVILLE	WGGG	12
	WRUF	12
JACKSONVILLE	WJHP	34
LAKE CITY	WDSR	13
LAKELAND	WLAK	22
MIAMI BEACH	WLRD (fm)	119
MILTON	WEBY	10
NAPLES	WNOG	14†
OCALA	WTMC	12
ORLANDO	WDBO	10
	WHOO	16
PALATKA	WTPF	12
PENSACOLA	WBSR	18
	WCOA	13

(CONTINUED)

FLORIDA (cont.)

CITY	CALL LETTERS	HOURS
ST. PETERSBURG	W PIN	11
SANFORD	W TRR	12
SARASOTA	W SPB	16
TALLAHASSEE	W TNT	10
TARPON SPRINGS	W DCL	24
W. PALM BEACH	W EAT	11

GEORGIA

ALBANY	W GPC	11
AMERICUS	W DEC	20
ATHENS	W RFC	20
ATLANTA	W GKA	104
AUGUSTA	W BBQ	12+
GAINESVILLE	W DUN	11
MONROE	W VRE	12
ROME	W ROM	24
SAVANNAH	W FRP	12
	W SAV	12
	W TOC	14
TIFTON	W WGS	10
TOCCOA	W LET	11

IDAHO

BLACKFOOT	K BLI	11
BOISE	K IDO	10
PRESTON	K PST	15
TWIN FALLS	KEEP	21

ILLINOIS

BLOOMINGTON	W JBC	15
CENTRALIA	W CNT	17
CHICAGO	W BBM	37+
	W EDC	24
	W FMF (fm)	21
	W FMT (fm)	70+
	W VAO	12
E. ST. LOUIS	W TMI	29
EVANSTON	W EAW	80*
	W VMP	80
KEWANEE	W KEI	11
LA GRANGE	W TAQ	12
LA SALLE	W LPO	18
MACOMB	W KAI	12
MATTOON	W LBH	24
METROPOLIS	W MOK	10
OTTAWA	W CMY	20
ROCK ISLAND	W HBF	10
SPRINGFIELD	W TAX	12
STERLING	W SDR	42

INDIANA

EVANSVILLE	W EOA	10
	W JPS	10
FORT WAYNE	W KJG	28
GARY	W WCA	20
HAMMOND	W JOB	18
JASPER	W ITZ	16
LA PORTE	W LOI	11
SALEM	W SLM	11
SOUTH BEND	W NDU	13

IOWA

DAVENPORT	K FMA	13
IOWA CITY	K XIC	16
SIOUX CITY	K SCJ	23
SPENCER	K ICD	13
STORM LAKE	KAYL	16

KANSAS

CONCORDIA	K NCK	13
JUNCTION CITY	K JCK	15
LAWRENCE	K LWN	14
LIBERAL	K SCB	10
SALINA	K SAL	14
TOPEKA	K TOP	16
WICHITA	K ANS	14
	K FBI	13

KENTUCKY

BOWLING GREEN	W KCT	21
DANVILLE	W HIR	19
FRANKFORT	W FKY	17
NEWPORT	W NOP	16
PRESTONSBURG	W PRT	10
SOMERSET	W SFC	11

LOUISIANA

BATON ROUGE	W JBO	11
LAFAYETTE	K LFY	10
NEW ORLEANS	W DSU	15+
SHREVEPORT	K ENT	11

MAINE

AUGUSTA	W FAU	15
LEWISTON	W COU	20
PRESQUE ISLE	W AGM	13
RUMFORD	W RUM	10
SOUTH PARIS	W KTQ	13

MARYLAND

ANNAPOLIS	W ASL	17
	W NAV	16
BALTIMORE	W ITH (fm)	91+
CUMBERLAND	W TBO	10
FREDERICK	W FMD	10
HAGERSTOWN	W JEJ	10

MASSACHUSETTS

ATTLEBORO	W ARA	16
BOSTON	W CRB	120*
	W EEI	39
	W HDH	27
	W NAC	12
BROCKTON	W BET	10
CAMBRIDGE	W XHR (fm)	53+
FALL RIVER	W ALE	10
	W SAR	16
GARDNER	W GAW	27
GREENFIELD	W HAI	11
HAVERHILL	W HAV	18
LOWELL	W LLH	14
NORTH ADAMS	W MNB	18
NORTHAMPTON	W HMP	12
PITTSFIELD	W BEC	12
	W BRK	18
SPRINGFIELD	W MAS	30
	W TXL	23
W. YARMOUTH	W OCB	28
WORCESTER	W AAB	24+
	W NEB	12

MICHIGAN

BATTLE CREEK	W WELL	13
BIG RAPIDS	W BRN	12
COLDWATER	W TBV	14
DETROIT	W KMH	12
	W LDM (fm)	39*
	W WJ	47
FLINT	W BBC	10
	W TAC	15
GRAND RAPIDS	W FUR	17
HILLSDALE	W BSE	35
HOLLAND	W HTC	23
IRON RIVER	W IKB	11
IRONWOOD	W JMS	12
KALAMAZOO	W KMI	10
MIDLAND	W MDN	28
MT. PLEASANT	W CEN	11
PONTIAC	W PON	12
ROGERS CITY	W HAK	10
SAULT STE. MARIE	W SOO	12
STURGIS	W STR	23

(CONTINUED)

THE HIGH POTENCY OF RADIO

Good Music Advertising

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to

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INCREASES IMPACT!GET THE FACTS: ASK FOR "THE ECONOMICS
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GOOD MUSIC BROADCASTERS, INC. 6 EAST 39TH STREET

NEW YORK 16, NEW YORK, MURRAY HILL 3-2295

REPRESENTATIVES FOR LEADING GOOD MUSIC STATIONS

IN TOP MARKETS FROM COAST TO COAST.

MINNESOTA

CITY	CALL LETTERS	HOURS
ALEXANDRIA	KXRA	12
BRAINERD	KLIZ	12
CLOQUET	WKLK	30
DULUTH-SUPERIOR	WEBC	15
MINNEAPOLIS		
ST. PAUL	KEYD	11
RED WING	KAAA	21
STILLWATER	WSHB	10
WILLMAR	KWLM	14

MISSISSIPPI

HATTIESBURG	WFOR	12
NEW ALBANY	WNAU	18
VICKSBURG	WQBC	14

MISSOURI

COLUMBIA	KFRU	10
HANNIBAL	KHMO	11
JOPLIN	WMBH	30
ROLLA	KTTR	14
ST. LOUIS	KSD	18
	KXOK	11
WARRENTON	KWRE	14

MONTANA

ANACONDA	KANA	10
BILLINGS	KBY	13
BOZEMAN	KBMN	24
GLASGOW	KLTZ	18
GREAT FALLS	KBGF	45
HAVRE	KOJM	21
LEWISTOWN	KXLO	15
LIBBY	KLCB	15
MISSOULA	KGVO	10

NEBRASKA

BEATRICE	KWBE	15
	KFOR	13

CHADRON	KCSR	10
LINCOLN	KLIN	17
OMAHA	KOYL	10

NEVADA

CARSON CITY	KPTL	25
RENO	KNEV	61
	KOLO	11
	KWRN	10

NEW HAMPSHIRE

KEENE	WKNE	10
LACONIA	WLNH	10
ROCHESTER	WVNH	26

NEW JERSEY

ASBURY PARK	WJLK	23
ATLANTIC CITY	WLDB	25
	WMID	11
BRIDGETON	WSNJ	19*
CAMDEN	WKDN	12
MILLVILLE	WMLV	15
MORRISTOWN	WMTR	10
NEW BRUNSWICK	WCTC	10
NEWTON	WNNJ	17
PLEASANTVILLE	WOND	40
WASHINGTON	WCRV	17

NEW MEXICO

ALBUQUERQUE	KHFM (fm)	90
ARTESIA	KSVP	30
CARLSBAD	KPBM	10†
CLOVIS	KCLV	10
GALLUP	KCAK	10
LOS ALAMOS	KRSN	32
PORTALES	KENM	36
ROSWELL	KGFL	12
SANTA FE	KTRC	20

NEW YORK

ALBURN	WMBO	24
BUFFALO	WBNY	24
CORNING	WCLJ	16
DUNKIRK	WFCB	11
FREEPORT	WGBB	15
GENEVA	WGVA	13
GLENS FALLS	WVSC	12
GLOVERSVILLE	WENT	15
HEMPSTEAD	WILI	28
HORNELL	WVHG	11
JAMESTOWN	WJTN	20
LOCKPORT	WUSJ	14
MASSENA	WMSA	44
MIDDLETOWN	WALL	14
NEWBURGH	WGNV	22
NEW ROCHELLE	WNRC	10
NEW YORK	WBAI (fm)	55
	WBNX	17
	WGHI (fm)	70
	WINS	10
	WOR	17
	WQXR	95
	WRCA	30
NORWICH	WCHN	11
ONEONTA	WDOS	15
PATCHOGUE	WALK	25
	WPAC	12
PLATTSBURG	WIRY	14
RIVERHEAD	WRIV	20
ROCHESTER	WBBF	12
	WRNY	75
SARANAC LAKE	WNBZ	19
SARATOGA SPNGS	WSPN	11
SCHENECTADY	WSNY	12
SYRACUSE	WFBL	12
	WHEN	17
UTICA	WCAT	10
WATERTOWN	WATN	11†
WHITE PLAINS	WFAS	49
RURAL RADIO NET	17 AM & 13	
	FM stations 50	

(CONTINUED)

50 KW OF GOOD MUSIC



America's Number One Good Music Station, WQXR, becomes America's most powerful good music station with our new 50,000-watt transmitter.

This means that the demand for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Twenty years of sticking to one idea—good music and news—has enabled WQXR to build an audience of 659,000 families of higher-than-average income in the world's richest market—New York. Our new top-powered

transmitter will extend that market further.

Now more people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

WQXR

1560 on AM dial
96.3 on FM dial

RADIO STATION OF THE NEW YORK TIMES
229 West 43rd St., New York 36, N.Y. LA 4-1100

(CONTINUED)

NORTH CAROLINA

CITY	CALL LETTERS	HOURS
BEAUFORT	WBMA	16
BREVARD	WPNF	13
CHAPEL HILL	WCHL	21
CHARLOTTE	WIST	13
	WMT (fm)	64
GREENSBORO	WCOG	10
LAURINBURG	WEFO	11†
LEXINGTON	WBUY	12
RALEIGH	WNAO	11
	WRAL	30
REIDSVILLE	WREY	14
THOMASVILLE	WTNC	12
WASHINGTON	WHED	20†
WAYNESVILLE	WHCC	20
WINSTON-SALEM	WAIR	26

NORTH DAKOTA

DEVILS LAKE	KDLR	14
FARGO	KFGO	12
JAMESTOWN	KSJB	10
MINOT	KCJB	11

OHIO

ALLIANCE	WFAH	17
ASHLAND	WATG	13
BOWLING GREEN	WWBG	52
CANTON	WAND	10
	WHBC	13
CHILLICOTHE	WBEX	21
CINCINNATI	WKRC	12
	WLW	35†
CLEVELAND	WDOK	22
	WGAR	14†
COLUMBUS	WCOL	15

DAYTON	WING	12
DOVER	WJER	23
ELYRIA	WEOL	28
MARION	WMRN	16
NEWARK	WCLT	40

OKLAHOMA

ALVA	KLYA	24
MUSKOGEE	KMUS	27
TULSA	KOME	60
	KTUL	13†
WOODWARD	KSIW	14

OREGON

ASTORIA	KVAS	13
COTTAGE GROVE	KOMB	10
EUGENE	KASH	11
	KERG	16
HOOD RIVER	KIHR	15
McMINNVILLE	KMCM	10
MEDFORD	KYJC	16
OCEAN LAKE	KBCH	10
OREGON CITY	KGIN	14
PORTLAND	KOIN	17
	KPAM	66
	KPOJ	12
SALEM	KOCO	21
	KSLM	43

PENNSYLVANIA

ALLENTOWN	WFMZ (fm)	63*
BLOOMSBURG	WHLN	12
BRADFORD	WESB	10
CHESTER	WVCH	20
CLEARFIELD	WCPA	10
ERIE	WERC	16
GETTYSBURG	WGET	19
JOHNSTOWN	WARD	12
	WJAC	16

KANE	WADP	21
LOCK HAVEN	WBPZ	15
PHILADELPHIA	WFLN (fm)	104†*
	WPEN	22
PITTSBURGH	KQV	10†
	WCAE	21
	WLOA	68
	WWSW	14
PITTSTON	WPTS	31
POTTSVILLE	WPAM	14
	WPPA	14
SCRANTON	WARM	10
	WEJL	42
SUNBURY	WKOK	11
TYRONE	WTRN	12
WARREN	WNAE	12
WASHINGTON	WJPA	10
WILKES-BARRE	WILK	12
WILLIAMSPORT	WLYC	24
	WWPA	10

RHODE ISLAND

WEST WARWICK	WWRI	22
WOONSOCKET	WWON	20

SOUTH CAROLINA

ANDERSON	WANS	12
CHARLESTON	WHAN	14
COLUMBIA	WIS	10
FLORENCE	WJMX	10
GREENVILLE	WMUU	36
MYRTLE BEACH	WMYB	16
SUMTER	WSSC	12

SOUTH DAKOTA

ABERDEEN	KSDN	23
SIOUX FALLS	KISD	23



WFLN 95.7 on
FM dial

**PHILADELPHIA'S
FINE MUSIC STATION**

8200 Ridge Ave.,
Philadelphia 28, Penna.
Phone Ivy Ridge 2-6000

Represented nationally by
GOOD MUSIC BROADCASTERS INC.

6 East 39th Street
New York 16, New York
Phone Murray Hill 3-2295

TENNESSEE

CITY	CALL LETTERS	HOURS
CROSSVILLE	WAEW	14†
MARYVILLE	WGAP	10
McMINNVILLE	WMMT	13
MEMPHIS	WMC	10
MURFREESBORO	WGNS	26
OAK RIDGE	WATO	15

TEXAS

ABILENE	KWKC	10
AMARILLO	KRAY	10
ATLANTA	KALT	12
BAYTOWN	KREL	10
BRADY	KNEL	12
CORPUS CHRISTI	KSIX	12
DALLAS	KIXL	55*
	KRLD	20†
	WFAA	12
	WRR	40
DUMAS	KDDD	10
EASTLAND	KERC	20
EL PASO	XEJ	10
HOUSTON	KXYZ	13
KERRVILLE	KERV	13
SAN ANGELO	KTXL	10
SAN ANTONIO	KITE	22
	KONO	18
SEGUIN	KWED	14
SHERMAN	KRRV	15
	KTAN	20
VICTORIA	KNAL	16

UTAH

CEDAR CITY	KSUB	10
LOGAN	KLGN	21
	KVNU	18
MURRAY	KMUR	45
OGDEN	KVOG	15
PROVO	KEYY	55
	KIXX	11
	KOVO	15
RICHFIELD	KSVC	11
SALT LAKE CITY	KSL	48

VERMONT

BENNINGTON	WBTN	14
BURLINGTON	WDOT	28
	WJOY	28
NEWPORT	WIKI	11
ST. JOHNSBURY	WTWN	15
SPRINGFIELD	WNIX	20
WATERBURY	WDEV	15

VIRGINIA

BRISTOL	WCYB	30
CHARLOTTESVILLE	WCHV	17
CLIFTON FORGE	WCFV	10
CREWE	WVS	12
CULPEPER	WCVA	10
HAMPTON	WVEC	16
HOPEWELL	WHAP	28
MARTINSVILLE	WMVA	12†
NARROWS	WNRV	13
NORFOLK	WRVC (fm)	62
RICHMOND	WRNL	21
	WRVA	11
VIRGINIA BEACH	WBOF	12
WAYNESBORO	WAYB	13

WASHINGTON

KIRKLAND	KNBX	40
PUYALLUP	KAYE	12†
SEATTLE	KISW (fm)	55†
	KTW	25
	KVI	12
	KXA	80
SPOKANE	KSPO	16
TACOMA	KMO	34
WALLA WALLA	KTEL	20

WEST VIRGINIA

BECKLEY	WJLS	10
	WWNR	14
CLARKSBURG	WBLK	60†
MATEWAN	WHJC	10
WHEELING	WKWK	17

WISCONSIN

APPLETON	WHBY	17
BELOIT	WBEL	21
	WGEZ	18
LADYSMITH	WLDY	14
MADISON	WISC	14
	WMFM (fm)	29
MANITOWOC	WOMT	12
MARINETTE	WMAM	12
MARSHFIELD	WDLB	10
MILWAUKEE	WISN	21
NEENAH	WNAM	17
RICE LAKE	WJMC	12
SHEBOYGAN	WHBL	14
SUPERIOR-DULUTH	WEBC	15
WAUSAU	WOSA	28
WISC. RAPIDS	WFHR	12

WYOMING

CODY	KODI	12
LANDER	KOVE	11
RIVERTON	KWRL	10

ALASKA

ANCHORAGE	KFQD	15
FAIRBANKS	KFRB	15
JUNEAU	KINY	15
KETCHIKAN	KTKN	15
SEWARD	KIBH	15
SITKA	KIFW	15

HAWAII

HILO	KHBC	40
HONOLULU	KAHU	12
	KAIM	64
	KGNB	40
	KIKI	27

PUERTO RICO

CAGUAS	WNEL	11
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VIRGIN ISLANDS

ST. THOMAS	WSTA	11
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CANADA

ALBERTA		
CALGARY	CFAC	15
	CFCN	10
EDMONTON	CBX	36
	CHED	55
	CHFA	67
GRANDE PRAIRIE	CFGP	19
PEACE RIVER	CKYL	16

BRITISH COLUMBIA

CHILLIWACK	CHWK	23
DAWSON CREEK	CJDC	12
KAMLOOPS	CFJC	17
NANAIMO	CHUB	10
NELSON	CKLN	30
PRINCE RUPERT	CFPR	36
TRAIL	CJAT	30
VANCOUVER	CBU	36
	CKLG	21
	CKWX	46
VICTORIA	CJVI	16
	CKDA	12

MANITOBA

FLIN FLON	CFAR	16
ST. BONIFACE	CKSB	26
WINNIPEG	CBW	36

NEW BRUNSWICK

CAMPBELLTON	CKNB	14
EDMUNDSON	CJEM	30
MONCTON	CKCW	20
SACKVILLE	CBA	36

NEWFOUNDLAND

CORNER BROOK	CBY	36
GANDER	CBG	36
GRAND FALLS	CBT	36
ST. JOHN'S	CBN	36
	CJON	16

NOVA SCOTIA

BRIDGEWATER	CKBW	20
HALIFAX	CBH	36
KENTVILLE	CKEN	15
SYDNEY	CBI	36
	CJCB	14
WINDSOR	CFAB	15

ONTARIO

BELLEVILLE	CJBO	14
BROCKVILLE	CFJR	20
GALT	CKGR	12
HAMILTON	CKOC	14
KINGSTON	CKWS	24
KITCHENER	CKCR	10
LEAMINGTON	CJSP	14
OTTAWA	CBO	36
PETERBOROUGH	CHEX	10
ST. CATHARINES	CKTB	11
ST. THOMAS	CHLO	15
SARNIA	CHOK	10
STRATFORD	CJCS	15
TORONTO	CBL	36
	CKFH	15
WINDSOR	CBE	36
WINGHAM	CKNX	15

PRINCE EDWARD IS.

SUMMERSIDE	CJRW	10
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QUEBEC

ALMA	CFGT	34
AMOS	CHAD	18
CHICOUTIMI	CJMT	23
GRANBY	CHEF	28
HULL	CKCH	28
JONQUIERE	CKRS	11
LA SARRE	CKLS	18
MONTMAGNY	CKBM	14
MONTREAL	CBM	36
	CHLP	18
QUEBEC	CHRC	23
	CKCV	26
RIMOUSKI	CJBR	10
ROUYN	CKRN	18
SHERBROOKE	CKTS	40
SOREL	CJSO	17
THETFORD MINES	CKLD	30
TROIS-RIVIERES	CHLN	18
VAL D'OR	CKVD	18
VICTORIAVILLE	CFDA	23

SASKATCHEWAN

REGINA	CBK	36
	CKRM	12
SASKATOON	CFNS	12
YORKTON	CJGX	24

KOA-radio

"THE SINGLE STATION NETWORK!"*



*** Top Coverage • 3½ million people!**

*** 302 counties in 12 states!**

*** More homes without TV Coverage
than any radio station in America!**

Use KOA for your sales punch!
KOA, the dominant voice of the West
for over 30 years! Call NBC Spot Sales

KOA
DENVER *Radio*
Covers The West... *Best!*

NBC • 850 Kc • 50,000 WATTS

S 2/56

farm



symbol

* indicates member Nat'l Assoc.
Radio & Tv Farm Directors
(June '55)

● Farm radio continues strong in both the U. S. and Canada with 76% of total respondents to the 1956 Buyers' Guide questionnaires scheduling specific programs each week beamed to the rural audience. This compared with the 70% of respondents in 1955 and 64% in 1954.

Of the 1901 stations scheduling farm features regularly, 523 or 28% program more than five hours per week in this category. These stations, listed below, offer a wide variety of other programming, of course, and appear in other directories in the Buyers' Guide as well. For example, 18% of this category program 10 hours or more per week of concert or classical music. 17% in the group schedule 20 hours or more per week of folk music, the category that appears next in the Guide. It must be remembered that many stations offering fewer than five hours per week of farm programming and, therefore, not listed here, are extremely important in rural appeal and enjoy a great following.

ALABAMA

CITY	CALL LETTERS
Albertville	WAVU*
Andalsia	WCTA
Anniston	WSPC
Auburn	WAUD
Dothan	WDIG
Gadsden	WETO
Gunthersville	WGSV
Hamilton	WERH
Huntsville	WHBS
Montgomery	WBAM
	WCOV
Opp	WAMI
Scottsboro	WCRI

ARIZONA

Mesa	KTYL
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ARKANSAS

Arkadelphia	KVRC
Blytheville	KLCN
Crossett	KAGH
Helena	KFFA
Jonesboro	KBTM
	KNEA
Little Rock	KLRA*
	KTHS*
Magnolia	KVMA
Mountain Home	KTLO
Pocahontas	KPOC
Rogers	KAMO
Springdale	KBR5
Stuttgart	KWAK
Texarkana	KCMC*

CALIFORNIA

Bakersfield	KPMC
Corona	KBUC
Fresno	KFRE*
	KMJ†
Hanford	KNGS
Los Angeles	KFI
Petaluma	KAFP
Porterville	KTIP
Redding	KVCV
Sacramento	KCRA
	KFBK*
San Francisco	KNBC*
San Luis Obispo	KATY
Stockton	KGDM

COLORADO

Denver	KOA*
Greeley	KFKA*
La Junta	KBNZ
Lamar	KLMR
Monte Vista	KSLV
Montrose	KUBC
Pueblo	KGHF
Sterling	KGEK
	KOLR

CONNECTICUT

Bridgeport	WICC
Hartford	WTIC*

DELAWARE

Dover	WDOV
Georgetown	WJWL

FLORIDA

Chipley	WBGC
Ocala	WTMC
Plant City	WPLA
Quincy	WCNH
St. Petersburg	WTSP

GEORGIA

Atlanta	WGLS
	WSB
Bainbridge	WMGR
Dalton	WBLJ
	WRCD
Douglas	WDMG
Fitzgerald	WBHB
Rome	WRGA
Savannah	WSAV
Thomson	WTWA

IDAHO

Caldwell	KCID
Grangeville	KORT
Lewiston	KRLC
Moscow	KRPL
Nampa	KFXD
Pocatello	KSEI
Rexburg	KRXK

ILLINOIS

Carbondale	WCIL
Charleston	WEIC
Chicago	WGN*
	WLS*
Decatur	WDZ*

De Kalb	WLBK
Effingham	WCRA
Fairfield	WFIW
Galesburg	WGIL
Jacksonville	WLDS
La Salle	WLPO
Lincoln	WPRC
Litchfield	WSMI
Mattoon	WLBH
Metropolis	WMOK
Mt. Carmel	WVMC
Mt. Vernon	WMIX
Paris	WPRS
Peoria	WIRL
	WMBD*
	WPEO
Springfield	WMAY
Sterling	WSDR
Streator	WIZZ

INDIANA

Elkhart	WTRC
Evansville	WGBF
	WJPS*
Ft. Wayne	WANE
	WOWO*
Frankfort	WILO
Gary	WWCA
Goshen	WKAM
Indianapolis	WIBC*
Jasper	WITZ
Kokomo	WIOU*
Logansport	WSAL
Marion	WMRI
Michigan City	WIMS

(CONTINUED)

Farm Homes in the Del.-Md. "Broiler Belt" Have Extra Buying Power

•\$15,000 income per farm
family indicated in
Sussex County

The Only Sure Way to Reach and Sell Them is WJWL

Georgetown, Del.
1000 watts 900 kc

- The Only interference-free coverage in the area
- The Only daily advertising medium in the area
- The Only top-interest farm home programming in the area

ROLLINS BROADCASTING, INC.
National Sales Mgr.: Graeme Zimmer
New York Office: 550 Fifth Ave., CI 7-6634
Chicago: 6201 S. Cottage Grove Ave., NO 7-4124

INDIANA (cont.)

CITY	CALL LETTERS
New Castle	WCTW (fm)
Peru	WARU
Richmond	WKBY
Salem	WSLM*
Vincennes	WAOV
Warsaw	WRSW
Washington	WAMW

IOWA

Burlington	KBUR
Carroll	KCIM
Cedar Rapids	WMT*
Centerville	KCOG
Clinton	KROS
Davenport	KSTT*
Des Moines	KIOA*
	WHO*
Dubuque	KDTH
Fairfield	KFAD
Iowa City	KXIC
Marshalltown	KFJB
Oelwein	KOEL
Ottumwa	KLEE
Shenandoah	KMA*
Sioux City	KMNS
Spencer	KICD
Storm Lake	KAYL
Waterloo	KXEL

KANSAS

Arkansas City	KSOK
Colby	KXXX*
Dodge City	KGNO
Great Bend	KVGB
Hutchinson	KWHK
Lawrence	KLWN
Liberal	KSCB
Salina	KSAL
Wichita	KFH

KENTUCKY

Bowling Green	WKCT
	WLBJ
Central City	WMTA
Covington	WZIP
Danville	WHIR
Henderson	WSON
Hopkinsville	WHOP
	WKOA
Lexington	WLAP
	WLEX
	WVLK
Madisonville	WFMW
Maysville	WFTM*
Middlesboro	WMIK
Owensboro	WVJS
Princeton	WPKY
Richmond	WEKY

LOUISIANA

Alexandria	KALB
Lafayette	KVOL
Monroe	KNOE
New Orleans	WTPS
	WWL*
Ruston	KRUS
Tallulah	KTLD

MAINE

Bangor	WABI
	WLBZ
Houlton	WABM

MARYLAND

Baltimore	WBAL
Cambridge	WCEM

Frederick	WFMD
Hagerstown	WARK
	WJEJ
Salisbury	WBOC
Westminster	WTTR

MASSACHUSETTS

Boston	WBZ*
Greenfield	WHAJ*
North Adams	WNAW
Springfield	WBZA
Ware	WARE

MICHIGAN

Adrian	WABJ*
Ann Arbor	WPAG
Bay City	WBCM*
Benton Harbor	WHFB*
Coldwater	WTBV
Detroit	CKLW
Escanaba	WDBC
Houghton Lake	WHGR
Kalamazoo	WKMI
	WKZO
Mount Pleasant	WCEN
Saginaw	WSGW
Sturgis	WSTR

MINNESOTA

Albert Lea	KATE
Austin	KAUS
Crookston	KROX
Duluth-Superior	WEBC
Fairmont	KSUM
Faribault	KDHL*
Hutchinson	KDUZ
Mankato	KTOE
	KYSM
Minneapolis-	
St. Paul	WWCO*
Owatonna	KOBK
Red Wing	KAAA
Rochester	KROC*
Thief River Falls	KTRF
Wadena	KWAD
Willmar	KWLM
Winona	KWNO
Worthington	KWOA

MISSISSIPPI

Cleveland	WCLD
Jackson	WJDX*
	WJXN
	WSLI
Louisville	WLSM

MISSOURI

Carthage	KDMO
Chillicothe	KCHI
Clinton	KDKD
Columbia	KFRU
Fulton	KFAL
Hannibal	KHMO
Jefferson City	KLIK*
	KWOS
Joplin	KFSB
Kansas City	KCMO*
	WDAF
Kirksville	KIRX
Marshall	KMMO*
Mountain Grove	KLRS
Nevada	KNEM
St. Joseph	KFEQ*
St. Louis	KMOX*
	KSTL
Springfield	KWTO*
Warrensburg	KOKO

CITY	CALL LETTERS
Warrenton	KWRE
West Plains	KWPM

MONTANA

Billings	KGHL
Great Falls	KFBB*
	KMON
	KXLK
Havre	KOJM
Lewistown	KXLO
Libby	KLCB
Missoula	KGVO
Sidney	KGCX

NEBRASKA

Beatrice	KWBE
Chadron	KCSR
Grand Island	KMMJ*
Kearney	KGFV
Lexington	KRVN
Lincoln	KLMS
Norfolk	WJAG*
North Platte	KODY
Omaha	KFAB*
	WOW*
Scottsbluff	KNEB

NEVADA

Carson City	KPTL
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NEW JERSEY

Atlantic City	WMID
Bridgeton	WSNJ
Vineland	WWBZ

NEW MEXICO

Artesia	KSVP
Lovington	KLEA
Portales	KENM
Roswell	KSWs

NEW YORK

Boonville	WBRV
Hornell	WWHG
Hudson	WHUC
Jamestown	WJTN*
Oneonta	WDOS
Poughkeepsie	WEOK
Rochester	WHAM*
	WHFM(fm)
Schenectady	WGY*
Syracuse	WNDR
	WSYR
Utica	WIBX*
	WRUN
Walton	WDLA
Watertown	WATN

NYS RURAL RADIO NETWORK furnishes 6 hours of farm service daily to following stations: WHLD Niagara Falls, WKBW Buffalo, WILAM Rochester, WJTN Jamestown, WHCU Ithaca, WAGE Syracuse, WRUN Utica-Rome, WNYN Watertown, WMSA Massena, WELM Elmira, WGY Schenectady, WKIP Poughkeepsie, WQNY Newburgh, WDLA Walton, WNBK Binghamton, WQAN Scranton; also 13 fm stations.

NORTH CAROLINA

Albemarle	WABZ
Asheville	WISE
	WLOS
Burlington	WBBB
	WFNS
Charlotte	WGIV
Durham	WDNC
	WTIK
Elizabeth City	WGAI
Elkin	WIFM
Fayetteville	WFNC
Greensboro	WGBG
Greenville	WGTC
Henderson	WHNC
Hendersonville	WHKP

Hickory	WHKY
Leaksville	WLOE
Raleigh	WPTF
Rocky Mount	WCEC
	WEED
Roxboro	WRXO
Sanford	WWGP
Smithfield	WMPM
Statesville	WSIC
Wallace	WLSE
Wilmington	WMFD
Wilson	WGTM
	WVOT

NORTH DAKOTA

Bismarck	KFYR
Dickinson	KDIX
Fargo	KFGO
	WDAY*
Hettinger	KNDC

Valley City	KOVC
Williston	KEYZ

OHIO

Cincinnati	WKRC
Cleveland	WHK
Defiance	WONW
East Liverpool	WOHI
Hamilton	WMOH
Lima	WIMA
Marietta	WMOA
Marion	WMRN*
Toledo	WOHO
Washington C.H.	WCHO
Worthington	WRFD*
Youngstown	WKBN

OKLAHOMA

Alva	KLVA
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Ardmore	KVSO*
Guymon	KGYN
Miami	KGLC
Muskogee	KBIX
	KMUS
Oklahoma City	KLPR
	WKY*
Ponca City	WBBZ
Shawnee	KGFF
Stillwater	KSPI
Tulsa	KVOO*
Woodward	KSIW

OREGON

Dallas	KPLK
Hillsboro	KRTV
Salem	KSLM
Tillamook	KTIL

(CONTINUED)

Face The Facts!

Let's

When you want to reach the farmer, it's time to "Face the Facts" with Lloyd Oliver... KFAB's Farm Field Director. Lloyd is an "old hand" in this business of farming and is qualified to talk about the farmers' problems. He is a favorite with advertisers as well as listeners. He presents farm news as he sees it, and he's close to the Omaha livestock market — the world's largest!

Nebraska is the capitol of the livestock and meatpacking industry. Nebraska is number one in agriculture and KFAB is the number one farm station serving this market.

If you have a message to tell the farmers... "face the facts" with a Free & Peters man and find out what Lloyd Oliver can do for you. Or check with General Manager Harry Burke, who has all the answers on this number one farm medium and market.

FARM LIVESTOCK INCOME IN THE KFAB AREA—OVER A BILLION AND A QUARTER DOLLARS LAST YEAR!

BIG MIKE

KFAB

OMAHA NBC RADIO

(CONTINUED)

PENNSYLVANIA

CITY	CALL LETTERS
Altoona	WVAM
Bloomsburg	WHLM*
Carbondale	WCDL
Ephrata	WGSA
Gettysburg	WGET
Harrisburg	WCMB*
Lansford	WLSH
Lewistown	WKVA
Mexico	WJUN
Philadelphia	WCAU*
	WRCV
Pittsburgh	KDKA*
Reading	WEEU
	WHUM
Red Lion	WGCB
Sayre	WATS
Somerset	WVSC
Titusville	WTIV
York	WNOV

RHODE ISLAND

West Warwick	WWRI
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SOUTH CAROLINA

Bishopville	WAGS
Columbia	WCOS
Dillon	WDSC
Florence	WJMX
Greenville	WFBC*
Orangeburg	WTND
Rock Hill	WRHI
Seneca	WSNW
Spartanburg	WJAN

SOUTH DAKOTA

Aberdeen	KSDN
Huron	KIJV

Mitchell	KORN
Rapid City	KOTA
Sioux Falls	KELO
	KSOO*
Watertown	KWAT
Yankton	WNAX*

TENNESSEE

Cleveland	WBAC
Columbia	WCRM
Cookeville	WHUB
Elizabethton	WBEJ
Jackson	WTJS
Knoxville	WNOX*
La Follette	WLAF
Lexington	WDXL
Morristown	WCRK
Murfreesboro	WGNS
	WMTS
Nashville	WSM*
Paris	WTPR
Ripley	WTRB
Sparta	WSMT

TEXAS

Amarillo	KGNC*
Brownsville	KBOR
Brownwood	KBWD
Center	KDET
Corpus Christi	KRIS*
	KWBU
Eastland	KERC
El Paso	KEPO*
Fort Worth	WBAP*
Gonzales	KCTI
Harlingen	KGBT*
Hereford	KPAN
Houston	KPRC*
	KTRH*
Jacksonville	KEBE
Lubbock	KFYO*

Pampa	KPAT
	KPDN
Pecos	KIUN
Plainview	KVOP
San Angelo	KTXL
San Antonio	KENS*
	KITE
	KTSA
	WOAI
Stephenville	KSTV
Sulphur Springs	KSST
Taylor	KTAE
Texarkana	KCMC*
Tulia	KTUE
Tyler	KTBB
Weslaco	KRGV*
Wichita Falls	KSYD

UTAH

Cedar City	KSUB
Salt Lake City	KNAK

VERMONT

Burlington	WCAX
Newport	WIKI
Rutland	WHWB
Waterbury	WDEV

VIRGINIA

Bedford	WBLT
Bristol	WCYB*
Crewe	WSVS
Danville	WBTM
	WDVA*
Farmville	WFLO
Harrisonburg	WSVA*
Lynchburg	WLVA
Richlands	WRIC
Richmond	WRNL
Roanoke	WSLS*
Wytheville	WYVE

WASHINGTON

Bellingham	KPUG
Centralia-Chehalis	KITI
Mount Vernon	KBRC
Walla Walla	KUJ
Wenatchee	KPQ*
Yakima	KYAK*

WEST VIRGINIA

Beckley	WJLS
Keyser	WKYR
Martinsburg	WEPM
N. Martinsville	WETZ

WISCONSIN

Appleton	WHBY
Beloit	WBEL
Green Bay	WBAY*
	WJPG*
Janesville	WCLO
La Crosse	WKTY
Ladysmith	WLDY
Madison	WISC
	WKOW*
Manitowoc	WOMT
	WWOC
Marinette	WMAM
Marshfield	WDLB
Milwaukee	WISN
	WTMJ*
Monroe	WEKZ
Park Falls	WPFP
Plymouth	WPLY
Prairie Du Chien	WPRE
Rice Lake	WJMC
Richland Center	WRCO
Sparta	WKLJ
Stevens Point	WSPT
Sturgeon Bay	WDOR
Superior-Duluth	WEBC
Waukesha	WAUX
Wausau	WOSA
Wisc. Rapids	WFHR

WYOMING

Newcastle	KASL
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PUERTO RICO

San Juan	WAPA
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CANADA

Alberta

Calgary	CFAC
Edmonton	CHFA
	CJCA

British Columbia

Dawson Creek	CJDC
Prince George	CKPG
Vancouver	CKWX*

Manitoba

Winnipeg	CKY
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New Brunswick

Moncton	CKCW
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Ontario

Barrie	CKBB
Ottawa	CFRA
Owen Sound	CFOS
Sarnia	CHOK
Windsor	CKLW
Wingham	CKNX*

Quebec

Montmagny	CKBM
Ville-Marie	CKVM

Saskatchewan

Moose Jaw	CHAB
Regina	CKRM
Yorkton	CJGX

Independent Surveys Show More
People Tune **KSOO**
Than Any Other
Sioux Empire Station



In Sioux Falls Metropolitan Area

Telephone Survey of 1000 calls conducted by Western Union asking "What station are you listening to, please?" No mention of any station by operator.

KSOO	43.1%
2nd station	18.2%
3rd station	16.8%
4th station	14.2%

In 30 Surrounding Counties

Mail survey of 5000 rural route box-holders conducted independently by a South Dakota advertising agency. Preferred Rating (1st, 2nd and 3rd place)

KSOO	38%
WNAX	35%
WCCO	19%
4th station	17%

5 MV Coverage—33 South Dakota Counties, 11 Minnesota Counties, 12 Iowa Counties, 14 Nebraska Counties

THE PERSONALITY STATION

KSOO

SIOUX FALLS, SOUTH DAKOTA

10,000 watts day
5,000 watts night
1140 on the dial

Represented by AVERY-KNODEL

folk music



Figures represent hours per week

● The title above seems to fit this category best though for many stations in many areas country music or hillbilly music would perhaps serve as a better description. In all 1959 stations regularly schedule folk music in 1956. This is 78% of all respondents to Buyers' Guide questionnaires. The 1955 Buyers' Guide showed a total of 1671 stations featuring this type of music or 77% of the respondents. Back in 1954, the first Buyers' Guide showed only 66% of the total responding in the folk music directory. 463 stations or 24% in this category scheduled 20 hours or more per week. This compares with 16% of category respondents in 1955 and only 14% in 1954.

As in other sections, stations listed below show wide variety of programming. 44% appear on the Negro radio list, for example. 29% are on the religious and gosepl music list with 18% showing up in the farm directory.

ALABAMA

CITY	CALL LETTERS	HOURS
ALEXANDER CITY	WRFS	20
ANNISTON	WSPC	25
ATHENS	WJMW	31
BIRMINGHAM	WILD	24
	WLBS	24
	WVOK	60
DECATUR	WHOS	20
	WMSL	36
EUFAULA	WULA	26
FAYETTE	WWWF	20
FOLEY	WHEP	26
FORT PAYNE	WFPA	112
	WZOB	45
GADSEN	WETO	40
GENEVA	WGEA	29
GREENVILLE	WGYV	30
GUNTERSVILLE	WGSV	28
HALEYVILLE	WJBB	23
HAMILTON	WERH	34
HUNTSVILLE	WFUN	20
	WHBS	26
MARION	WJAM	23
MOBILE	WAIP	31
	WKAB	24
MONTGOMERY	WBAM	38
OPELIKA	WJHO	20
OPP	WAMI	20
TALLADEGA	WHTB	37

TALLASSEE	WTLS	24
TUSCALOOSA	WJRD	40
	WNPT	30

ARIZONA

PHOENIX	KRIZ	22
	KRUX	44
TUCSON	KCNA	60
YUMA	KOLD	20

ARKANSAS

BATESVILLE	KBTA	20
BLYTHEVILLE	KLCN	21
CROSSETT	KAGH	25
HOT SPRINGS	KBLO	33
JONESBORO	KNEA	20
MENA	KENA	20
MONTICELLO	KHBM	23
MORRILTON	KVOM	29
PINE BLUFF	KCLA	22
POCAHONTAS	KPOC	23
SEARCY	KWCB	28

CALIFORNIA

BAKERSFIELD	KAFY	27
	KMAP	36
CALEXICO	KICO	20
FRESNO	KGST	31
	KYNO	20

MODESTO	KTRB	22
NAPA	KVON	20
OROVILLE	KMOR	26
PASADENA	KXLA	140
SAN DIEGO	XEAC	80
	XERB	100
SAN JOSE	KEEN	56
	KSJO	23
SAN MATEO	KVSM	72
STOCKTON	KGDM	43
TULARE	KCOK	33
YUBA CITY	KUBA	22

COLORADO

DURANGO	KIUP	40
ENGLEWOOD	KGMC	45
GREELEY	KYOU	25
LAKEWOOD	KLAK	36
LONGMONT	KLMO	33
STERLING	KGEK	20

DISTRICT OF COLUMBIA

WASHINGTON	WARL	77
	WINX	89

FLORIDA

CHIPLEY	WBGC	40
COCOA	WKKO	24
CRESTVIEW	WCNU	30
FERNANDINA BCH.	WFBF	36

(CONTINUED)

as an Advertiser or an Agency you ought to know

it costs less to sell 'em over
KXLA than any other Los
Angeles station

\$1.00 Puts your Sales Message
in 1,160 Los Angeles
Area Homes

This is the lowest cost
per thousand listening
homes in ALL L. A.
RADIO*

Also, you get the big free "plus"
of KXLA's powerful 10,000
watt coverage from Bakersfield
to Brawley, from Santa Barbara
to San Diego.

KXLA

Plays Western Music 24
hours a day—7 days a week

KXLA

1110 on the dial
10,000 watts

The wage earning family spends
all it makes. There is money in
"them there families" for you
and yours.

For more information—RYan 1-6991

*Source: Nielsen Radio Report,
L. A. area Fall 1955

FLORIDA (cont.)

CITY	CALL LETTERS	HOURS
JACKSONVILLE	WOBS	26
	WRHC	33
LIVE OAK	WNER	22
MIAMI	WMIE	24
	WWPB	54
MIAMI BEACH	WMBM	50
NEW SMYRNA BCH.	WSBB	20
OCALA	WMOP	24
ORLANDO	WABR	30
PLANT CITY	WPLA	27
ST. AUGUSTINE	WSTN	25
TALLAHASSEE	WMEN	29
TAMPA	WALT	28
	WEBK	24
	WHBO	67

GEORGIA

ALBANY	WJAZ	32
ATLANTA	WEAS	30
	WTJH	90
AUGUSTA	WAUG	24
BAINBRIDGE	WMGR	25
BAXLEY	WHAB	20
BRUNSWICK	WMOG	25
CAIRO	WGRA	35
COLUMBUS	WCLS	25
	WDAK	26
	WPNX	40
CORNELIA	WCON	40
DALTON	WRCD	38
DUBLIN	WMLT	20
FITZGERALD	WBHB	21
GAINESVILLE	WDUN	21
	WGGA	32
GRIFFIN	WHIE	31
LA GRANGE	WLAG	22
MACON	WBML	30
MADISON	WMGE	28
MONROE	WMRE	44
ROME	WROM	25
SUMMERVILLE	WGTA	25
SWAINSBORO	WJAT	38
VALDOSTA	WGOV	23
WAYCROSS	WACL	42
	WAYX	29
WAYNESBORO	WBRO	22
WINDER	WIMO	36

IDAHO

BOISE	KGEM	43
CALDWELL	KCID	46
NAMPA	KFXD	27

ILLINOIS

BELLEVILLE	WIBV	20
CENTRALIA	WCNT	20
CHICAGO	WGES	64
	WLS	35
CLINTON	WHOW	70
DECATUR	WDZ	30
EFFINGHAM	WCRA	28
LA GRANGE	WTAQ	28
METROPOLIS	WMOK	21
OAK PARK	WOPA	50
SPARTA	WHCO	20

INDIANA

BEDFORD	WBIW	24
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HAMMOND	WJOB	32
SALEM	WSLM	62

IOWA

DES MOINES	KIOA	23
	KWDM	20
MASON CITY	KRIB	20
OELWEIN	KOEL	22
WATERLOO	KXEL	74

KANSAS

LEAVENWORTH	KCLO	61
WICHITA	KFBH	22
	KWBB	27

KENTUCKY

ASHLAND	WTCR	47
BARDSTOWN	WBRT	36
BOWLING GREEN	WKCT	25
	WLBH	24
CENTRAL CITY	WMTA	20
	WNES	20
COLUMBIA	WAIN	41
CORBIN	WCTT	22
CUMBERLAND	WCPM	34
DANVILLE	WHIR	23
FRANKFORT	WFKY	21
FULTON	WFUL	22
GLASGOW	WKAY	27
HAZARD	WKIC	20
LEXINGTON	WLEX	30
LOUISVILLE	WKLO	41
NEWPORT	WNOP	24
OWENSBORO	WVJS	23
PIKEVILLE	WLSI	27
RUSSELLVILLE	WRUS	30
SOMERSET	WSFC	68
WHITESBURG	WTCW	50
WINCHESTER	WWKY	20

LOUISIANA

ALEXANDRIA	KDBS	43
BATON ROUGE	WLCS	20
	WXOK	21
BOGALUSA	WIKC	26
DE RIDDER	KDLA	27
GOLDEN MEADOW	KLFT	20
HAMMOND	WFPR	28
HOUMA	KCIL	31
MANSFIELD	KDBC	60
NEW IBERIA	KVIM	30
OAKDALE	KREH	35
OPELOUSAS	KSLO	26
SHREVEPORT	KWKH	29
SULPHUR	KSUL	36
WINNFIELD	KVCL	24

MARYLAND

ANNAPOLIS	WASL	36
BALTIMORE	WBMD	38
HAGERSTOWN	WARK	20
LEONARDTOWN	WKIK	24

MASSACHUSETTS

BOSTON	WVOM	20
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MICHIGAN

GRAND RAPIDS	WGRD	20
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MINNESOTA

CITY	CALL LETTERS	HOURS
CLOQUET	WKLK	25
CROOKSTON	KROX	70
FARIBAULT	KDHL	35
MINNEAPOLIS-		
ST. PAUL	WCOW	75
NEW ULM	KNUJ	70
OWATONNA	KOBK	27
THIEF RIVER FALLS	KTRF	21
WADENA	KWAD	30

MISSISSIPPI

BOONEVILLE	WBIP	32
BROOKHAVEN	WCHJ	35
CANTON	WDOB	30
CLARKSDALE	WKDL	21
CLEVELAND	WCLD	27
GRENADA	WNAG	24
HATTIESBURG	WBKH	35
	WFOR	25
HOUSTON	WCPC	46
LOUISVILLE	WLSM	30
PHILADELPHIA	WHOC	21
PICAYUNE	WRJW	24
VICKSBURG	WVIM	24

MISSOURI

BOONVILLE	KWRT	45
CHARLESTON	KCHR	21
FULTON	KFAL	26
INDEPENDENCE	KIMO	50
KENNETT	KBOA	30
MALDEN	KTCB	23
MARYVILLE	KNIM	22
ROLLA	KTTR	21
ST. JOSEPH	KFEQ	24
	KRES	25
ST. LOUIS	WEW	60
SEDALIA	KDRO	29
SPRINGFIELD	KWTO	33
THAYER	KALM	27
UNION	KLPW	42
WARRENTON	KWRE	22
WEST PLAINS	KWPM	20

MONTANA

GLASGOW	KLTZ	25
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NEW JERSEY

NEWARK	WAAT	30
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NEW MEXICO

ALAMOGORDO	KALG	30
ALBUQUERQUE	KQUE	64
FARMINGTON	KVBC	24
GALLUP	KGAK	20
HOBBS	KHOB	20
	KWEW	25
LOVINGTON	KLEA	40
ROSWELL	KBIM	22

NEW YORK

NEW YORK	WBNX	42
UTICA	WRUN	46

NORTH CAROLINA

ALBEMARLE	WABZ	20
ASHEBORO	WGWR	20
ASHEVILLE	WSKY	72
BEAUFORT	WBMA	20
BELMONT	WCGC	25
BURLINGTON	WFNS	23
CHAPEL HILL	WCHL	20
DURHAM	WSSB	33
ELIZABETH CITY	WCNC	20
ELKIN	WIFM	26
FAIRMONT	WFMO	21
GOLDSBORO	WFMC	31
GREENSBORO	WGBG	30
GREENVILLE	WGTC	22
HENDERSON	WHNC	44
	WHVH	29
KINGS MOUNTAIN	WKMT	27
KINSTON	WELS	20
MOUNT AIRY	WPAQ	23
NEW BERN	WOOW	35
N. WILKESBORO	WKBC	37
RALEIGH	WMSN	47
REIDSVILLE	WREV	25
ROXBORO	WRXO	21
SMITHFIELD	WMPM	42
SPRUCE PINE	WTOE	31
STATESVILLE	WSIC	20
TABOR CITY	WTAB	24
THOMASVILLE	WTNC	24
TRYON	WTYN	28
WALLACE	WLSE	20
WASHINGTON	WHED	24
WAYNESVILLE	WHCC	24
WHITEVILLE	WENC	22
WILSON	WGTM	21

NORTH DAKOTA

BISMARCK	KFYR	20
DICKINSON	KDIX	24
HETTINGER	KNDC	22
MINOT	KCJB	44

OHIO

DAYTON	WAVI	24
	WONE	24
FOSTORIA	WFOB	30
MIDDLETOWN	WPFB	25
TOLEDO	WOHO	24
WASHINGTON C. H.	WCHO	25

OKLAHOMA

ALTUS	KWHW	20
ALVA	KLVA	26
CHICKASHA	KWCO	40
CUSHING	KUSH	34
MIAMI	KGLC	28
MUSKOGEE	KMUS	20
PRYOR	KOLS	24
WOODWARD	KSIW	21

OREGON

FOREST GROVE	KRWC	20
HILLSBORO	KRTV	20
MEDFORD	KMED	21
NEWPORT	KNPT	28
OCEAN LAKE	KBCH	33
PORTLAND	KPOJ	24
TILLAMOOK	KTIL	20

PENNSYLVANIA

BEAVER FALLS	WBVP	26
CORRY	WOTR	20
LEBANON	WLBR	25
MEXICO	WJUN	20

SOUTH CAROLINA

BISHOPVILLE	WAGS	26
CHARLESTON	WQSN	30
GREENWOOD	WGSW	30
LAURENS	WLBG	21
MULLINS	WJAY	20
NEWBERRY	WKDK	20
ROCK HILL	WRHI	23
SENECA	WSNW	21

TENNESSEE

CHATTANOOGA	WDXB	50
CLARKSVILLE	WJZM	20
CLEVELAND	WBAC	30
COLUMBIA	WKRM	23
COOKEVILLE	WHUB	20
COVINGTON	WKBL	25
CROSSVILLE	WAEW	26
DICKSON	WDKN	20
ELIZABETHTON	WBEJ	30
FRANKLIN	WAGG	72
GALLATIN	WHIN	54
HUMBOLDT	WIRJ	48
JACKSON	WDXI	24
	WTJS	20
KINGSPORT	WKIN	25
KNOXVILLE	WIVK	60
	WROL	31
LA FOLLETTE	WLAF	30
LEBANON	WCOR	24
LENOIR CITY	WLIL	29
McMINNVILLE	WBMC	26
	WMMT	26
MEMPHIS	KWEM	40
	WHHM	30
MORRISTOWN	WCRK	21
MURFREESBORO	WGNS	48
	WMTS	20
NASHVILLE	WKDA	46
	WLAC	22
	WSM	41
NEWPORT	WLIK	37
PARIS	WTPR	28
RIPLEY	WTRB	30
ROGERSVILLE	WRGS	23
SEVIERVILLE	WSEV	20
SPRINGFIELD	WDBL	25
SWEETWATER	WDEH	24

TEXAS

BAYTOWN	KRCT	54
BEAUMONT	KJET	40
	KTRM	52
BONHAM	KFYN	28
BRECKENRIDGE	KSTB	39
BRENHAM	KWHI	30
BROWNFIELD	KTFY	20
CLEVELAND	KVLB	23
COLEMAN	KSTA	20
COLLEGE STATION	WTAW	22
CROCKETT	KIVY	21
DUMAS	KDDD	28
EASTLAND	KERC	22
EDINBURG	KURV	30

(CONTINUED)

TEXAS (cont.)

CITY	CALL LETTERS	HOURS
EL CAMPO	KULP	29
EL PASO	KSET	30
	XEJ	36
	XELO	105
FLOYDADA	KFLD	23
FORT STOCKTON	KFST	20
FORT WORTH	KCNC	42
FREEPORT	KBRZ	24
GLADEWATER	KSIJ	38
GONZALES	KCTI	33
HEREFORD	KPAN	20
HILLSBORO	KHBR	24
HOUSTON	KNUZ	52
JACKSONVILLE	KEBE	23
KERRVILLE	KERV	30
KILLEEN	KLEN	22
LAREDO	XEDF	37
LONGVIEW	KFRO	53
LUBBOCK	KDAV	54
MIDLAND	KJBC	49
MINERAL WELLS	KORC	20
PAMPA	KPDN	21
PECOS	KIUN	28
POST	KRWS	31
SAN ANGELO	KPEP	60
	KWFR	20
SAN ANTONIO	KISS (fm)	32
	KMAC	32
	KOND	35
STEPHENVILLE	KSTV	21
TAYLOR	KTAE	48
TERRELL	KTER	35
UVALDE	KVOU	56
VICTORIA	KNAL	31
WICHITA FALLS	KTRN	30

UTAH

SALT LAKE CITY	KLUB	42
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VIRGINIA

BIG STONE GAP	WLSD	24
BRISTOL	WCYB	22
	WFHG	47
CREWE	WSVS	28

DANVILLE	WBTM	25
MARTINSVILLE	WMVA	22
MT. JACKSON	WSIG	25
NARROWS	WNRV	25
NEWPORT NEWS	WACH	80
NORFOLK	WCMS	55
	WLOW	56
NORTON	WNVA	21
PULASKI	WPUV	35
RICHLANDS	WRIC	37
RICHMOND	WRVA	41
	WXGI	79
SOUTH HILL	WJWS	24

WASHINGTON

COLFAX	KCLX	24
LONGVIEW	KBAM	50
PUYALLUP	KAYE	25
SPOKANE	KSPO	32
VANCOUVER	KVAN	38

WEST VIRGINIA

BLUEFIELD	WHIS	25
CHARLESTON	WTIP	46
CLARKSBURG	WPDX	20
FAIRMONT	WTCS	48
HUNTINGTON	WPLH	25
KEYSER	WKYR	27
OAK HILL	WOAY	20
ST. ALBANS	WKLC	31
WELCH	WELC	23

WISCONSIN

EAU CLAIRE	WRFW	28
MENOMONIE	WMNE	20
MILWAUKEE	WMIL	44
PARK FALLS	WPFP	27
RICE LAKE	WJMC	20
WAUSAU	WOSA	21

WYOMING

CHEYENNE	KVWO	30
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HAWAII

HONOLULU	KIKI	20
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CANADA

Alberta

CALGARY	CFCN	22
EDMONTON	CHED	21
MEDICINE HAT	CHAT	39

British Columbia

DAWSON CREEK	CJDC	45
TRAIL	CJAT	20

Manitoba

WINNIPEG	CKY	42
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New Brunswick

NEW CASTLE	CKMR	31
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Nova Scotia

ANTIGONISH	CJFX	21
SYDNEY	CJCB	40

Ontario

FORT FRANCES	CFOB	28
ORILLIA	CFOR	20
OTTAWA	CFRA	20

Quebec

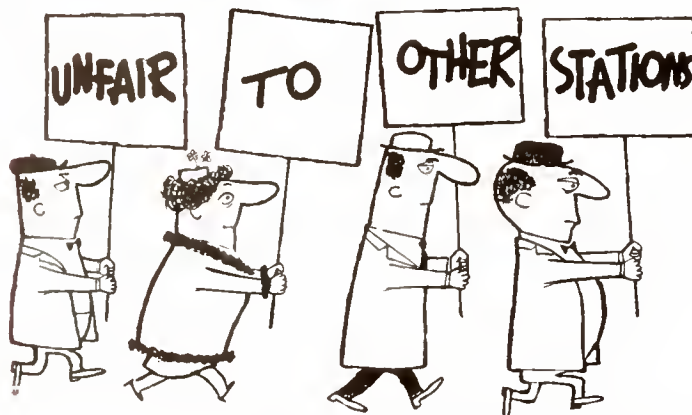
MONTMAGNY	CKBM	23
QUEBEC	CKCV	29
SHERBROOKE	CKTS	23
TROIS-RIVIERES	CHLN	25

Saskatchewan

PRINCE ALBERT	CKBI	25
REGINA	CKRM	22
SASKATOON	CKOM	20
YORKTON	CJGX	40

KSET

El Paso's OWN-ly



24 hours a day

7 days a week

Music, News, and Sports

Varied music throughout the day and night

Merchandising affiliation with 11 drive-in groceries and 9 restaurants
Top mail pull in El Paso

foreign language



symbol

* indicates that station's Mexican-American programming is listed in separate section, page 115

● 410 radio stations (16% of Buyers' Guide respondents) reported programming for one or more foreign speaking segments in their communities. This compares with 369 respondents or 17% of the total in 1955 and 19% of the 1954 respondents. A total of 48 languages are represented in this directory compared with 38 languages in 1955 and 31 in 1954. These statistics are not to be taken as showing a spread in the use of foreign tongues. The information originally compiled was not complete.

LANGUAGE			LANGUAGE			LANGUAGE		
NO. OF STNS.			NO. OF STNS.			NO. OF STNS.		
1956	1955		1956	1955		1956	1955	
POLISH	153	156	FINNISH	11	8	KOREAN	2
ITALIAN	125	112	SWEDISH	11	10	RUSSIAN	2	3
GERMAN	84	80	PHILIPPINE	11	ROUMANIAN	2	2
FRENCH	47	42	SERBO-CROATIAN	9	5	SAMOAN	2
GREEK	44	32	CHINESE	7	1	BASQUE	1	1
SPANISH	39	37	DUTCH	7	6	BELGIAN	1
UKRAINIAN	30	22	IRISH	7	4	CHAMMORA	1
PORTUGUESE	28	27	NORWEGIAN	6	6	DANISH	1
HUNGARIAN	26	21	BOHEMIAN	5	4	HEBREW	1
JEWISH	22	28	SYRIAN	5	2	LATVIAN	1
JAPANESE	18	3	YUGOSLAVIAN	5	3	MALTESE	1
LITHUANIAN	17	15	SLOVENIAN	4	MACEDONIAN	1
AMER. INDIAN	16	3	ALBANIAN	3	2	PENNA. DUTCH	1	1
CZECH	15	14	ARMENIAN	3	3	SWISS	1	2
SLAVIC	14	7	ARABIC	2	1	THILINGOT	1
SCANDINAVIAN	12	6	HAWAIIAN	2	TAGALOG	1

ALABAMA

CITY	CALL LETTERS	HOURS
Foley	WHEP	German 1

ARIZONA

Flagstaff	KCLS*	Navajo 7
	KGPH*	Navajo 3
Holbrook	KDJI*	Hopi 2, Navajo 2, Apache 2
Mesa	KTYL	Hebrew 2
Tucson	KOPO	Spanish 2
	KTUC	Polish ½

ARKANSAS

Monticello	KHBM	French 1
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CALIFORNIA

Barstow	KWTC*	Spanish ½
Berkeley	KRE*	Italian 13, Portuguese 11
Fort Bragg	KDAC	Italian 1
Fresno	KGST*	Japanese 2, Armenian 3, Italian 1, German 1
Hanford	KNGS*	Italian 1, Portuguese 2
Los Angeles	KGFJ	Spanish 7
Merced	KYOS	Italian 1, Portuguese 1
Modesto	KBOX*	Portuguese 8
	KMOD*	Italian 2, Portuguese 2
Oakland	KROW	Italian 3
	KWBR*	Italian 5, Portuguese 5
Ontario	KOCS*	Italian 1

Pasadena	KALI*	Hungarian 2, Japanese 2, German 1
	KWKW*	Italian 7, Japanese 2
Petaluma	KAFP	Portuguese 3
Pittsburg	KECC*	Portuguese 1
Sacramento	KROY	Portuguese 1
	KXOA	German ¼
Salinas	KSBW*	Portuguese 1
San Francisco	KSAN*	Greek 6
San Jose	KLOK*	Portuguese 13, Japanese 5, Scandinavian 1, Yugoslavian 1, Italian 1, Polish ½, Philippine 2
San Rafael	KTIM	Portuguese 4
Santa Barbara	KIST*	Italian 3
Santa Maria	KSMA	Spanish 1
Santa Monica	KOWL*	Spanish 23, German 1, Lithuanian ½, Japanese 2, Armenian 1, Greek 1, Jewish 3, Italian ½
Santa Rosa	KSRO	Italian 1
Stockton	KGDM	Spanish 1, Italian 2, Portuguese 1
	KWVG	Portuguese ½
Tulare	KCOK*	Portuguese 6
	KTUR*	Portuguese 13
Wasco	KWSO	German ¼
Watsonville	KHUB*	Portuguese 1, Yugoslavian 2

COLORADO

Cortez	KVFC	Ute 2
Denver	KFSC*	Yugoslavian ½, Japanese 1, German ½, Italian ½, Irish ½

Durango	KIUP*	Navajo ½, Ute ½
Pueblo	KGHF*	Slovenian 1
Sterling	KGEK*	German 3
Trinidad	KCRT*	Italian 6

CONNECTICUT

Bridgeport	WNAB	Italian 2, Polish 2, Hungarian 1, Spanish 2, German ½
Danbury	WLAD	Polish 2
Hartford	WHAY	Polish 9, Swedish 1, Irish ½, Italian 28
	WKNB	Polish 7, Greek ½
Meriden	WMMW	Italian 1
New Haven	WELI	Polish 3, Jewish 1
New London	WNLC	Italian 2, Polish 1
Norwalk	WNLK	Italian 8, Hungarian 3, Polish 1
Norwich	WICH	Polish 2, Greek 1, Italian 2
Putnam	WPCT	French 4, Polish 1
Stanford	WSTC	Italian 2, Polish 1, German ½
Torrington	WLCR	Italian 5, Polish 2
Waterbury	WATR	Italian 2, Polish 4
	WWCO	Lithuanian 1, Polish ½, Italian 1

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DISTRICT OF COLUMBIA

CITY	CALL LETTERS	HOURS
Washington	WARL*	Jewish 1
	WASH	Italian 2, Spanish 3
	WPIK	Greek 1
	WGAY	Greek ½

FLORIDA

Miami	WIOD	Spanish ½
	WMEI	Jewish 5
		Italian 4, Hungarian 2, Polish ½, Syrian ½, Lithuanian ½
	WWPB	Spanish 13, Greek ½, Polish ½, Italian 1
Tampa	WALT	Spanish 18
	WEBK	Spanish 7, Italian 5
Tarpon Springs	WDCL	Greek ½
W. Palm Beach	WEAT	Finnish ½

GEORGIA

Atlanta	WAKE	Greek 1
Augusta	WGAC	Jewish 1
Decatur	WGLS	Greek 1

IDAHO

Boise	KBOI	Basque ½
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ILLINOIS

Chicago	WEDC	Polish 4, Czech 6, Italian 6
	WGES*	Polish 20, Italian 12, Lithuanian 9, German 7
	WSBC	Italian 8, Bohemian 5, German 4, Jewish 4, Slavic ½, Polish 5, Greek 3, Ukrainian ½, Spanish 8
East St. Louis	WTMV	German 10, Polish 5
Galesburg	WGIL	Swedish ½
Joliet	WJOL	Greek 1, Slavic 1, Yugoslavian 1
Moline	WQUA	Swedish ½
Oak Park	WOPA	Polish 10, Spanish 20
Rockford	WROK	Swedish ½, Italian ½

INDIANA

Gary	WGRY*	Polish 1, Roumanian ½, Croatian 1
	WWCA	Polish 2, Serbian 1
Hammond	WJOB*	Polish 4, Croatian 1, Hungarian 2, Italian 1
La Porte	WLOI	Polish 1
South Bend	WJVA	Hungarian ½, Italian 1, Polish 6, German ½
	WNBU	Polish 1, Hungarian 1
	WSBT	Polish 1, Hungarian ½

IOWA

Ames	KASI	Norwegian 6
Cedar Rapids	KCRG	Czech 3
Davenport	KFMA	German 2
Des Moines	KWDM*	Scandinavian 5, Italian 2, German 2, Hawaiian ½
Storm Lake	KAYL	German 1

KANSAS

Leavenworth	KCLO	Polish 3, Spanish 3
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LOUISIANA

Abbeville	KROF	French 9
Crowley	KSIG	French 10
Golden Meadow	KLFT	French 9
Houma	KCIL	French 7
Lafayette	KLFY	French 1
	KVOL	French 3
Marksville	KAPB	French 6
New Iberia	KVIM	French 2
New Orleans	WJBW	Spanish 1, Italian 2, French ½
Opelousas	KSLO	French 9
Sulphur	KSUL	French 1
Thibodaux	KTIB	French ½

MAINE

Augusta	WFAU	French 1
Biddeford	WIDE	French 8
Lewiston	WCOU	French 3
	WLAM	French 3
Presque Isle	WAGM	French ¼
Rockland	WRKD	Finnish 1
South Paris	WKTQ	Finnish ½
Waterville	WTVL	French ½

MARYLAND

Annapolis	WASL	German 1
Baltimore	WBMD	Greek 1, Jewish 1, Lithuanian ½, Italian 3, German 1
	WWIN	Italian 5, Polish 1

MASSACHUSETTS

Boston	WBMS	Italian 14, Jewish 1, Greek ½, Lithuanian 1
	WCRB	Italian 1
	WMEX	Italian 3
	WVOM	Italian 32, Irish 7, Polish 5, Jewish 5, Greek 9, French 1, German 1, Armenian 1, Albanian 2, Syrian 5
Brockton	WBET	Lithuanian ½
Fall River	WALE	French 1, Portuguese 5, Polish 4
	WSAR	Portuguese 4, Polish 1, French 1
Fitchburg	WFGM	Finnish 1
Framingham	WKOX	Italian 2
Gardner	WGAW	French ½
Greenfield	WHAI	Polish 2
Haverhill	WHAV	Italian 1, Arabic 1
Holyoke	WREB	French 7, Polish 4
Lowell	WCAP	Greek 1, French 1, Portuguese ½
Lynn	WLYN	Greek 2, Italian 2
Medford	WHIL	Greek 1, Lithuanian 1, Portuguese 1
New Bedford	WBSM	Portuguese 2, French 1, Polish 1
	WNBH	French 1, Portuguese 3
North Adams	WMNB	Polish 3, Italian 1
Northampton	WHMP	Polish 3
Pittsfield	WBEC	Italian 1
	WBRK	Polish 1
Salem	WESX	Polish 2
Springfield	WACE	Polish 9, French 1

	WJKO	Italian 7, Polish 4, Greek 2, Arabic ½, Jewish ¼
Taunton	WPEP	Portuguese 1
Ware	WARE	Polish 6, French 6
Worcester	WAAB	Swedish 1, Albanian ½, Irish ½

MICHIGAN

Ann Arbor	WPAG	Czech ½, Polish 4, Serbian ½
Cadillac	WATT	Swedish ¼
Detroit	WJLB	Polish 32, Italian 7, German 5, Jewish 3, Greek 3
Flint	WMRP	Czech 1, Polish 1
Grand Rapids	WFUR	Polish 1
Ishpeming	WJPD	Finnish 1
Jackson	WIBM	Polish 3
Marine City	WDOG	Polish 1
Midland	WMDN	Polish 6, French 1
Pontiac	WPON*	Polish 1, Ukrainian 1
Saginaw	WKNX*	Polish ¼
	WSGW*	Polish 1

MINNESOTA

Bemidji	KBUN	Indian ¼
Cloquet	WKLK	Polish 2, Finnish 2
Crookston	KROX	Norwegian 1
Duluth-Superior	WDSM	Finnish 1
Faribault	KDHL	Scandinavian 1
Fergus Falls	KGDE	Norwegian ½
Mankato	KTOE	German ½, Scandinavian ½
Minneapolis-St. Paul	WCOW	Polish ¼
Virginia	WHLB	Finnish 3
Willmar	KWLM	Scandinavian ½

MISSISSIPPI

Biloxi	WLOX	French ½
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MISSOURI

Independence	KIMO	Spanish 1
Kansas City	KPRS	Spanish 1
St. Louis	KSTL	German ½, Slavic 2

MONTANA

Anaconda	KANA	Slovenian ¼, Swedish ¼, Hawaiian ¼, Italian ¼
Butte	KXLF	Variety of languages 1
Sidney	KGCX	Norwegian ½

NEBRASKA

Columbus	KJSK	Bohemian 8, German 2
Fremont	KFGT	Bohemian 4

NEW HAMPSHIRE

Manchester	WFEA	French 2
	WKBR	French 10, Greek ½, Polish ½
	WMUR	French 2
Nashua	WOTW	French 2, Greek 2, Polish ½
Rochester	WWNH	French 2, Polish 1

(CONTINUED)

NEW JERSEY

CITY	CALL LETTERS	HOURS
Atlantic City	WFPG	Italian 1, Polish 1
Camden	WMID	Jewish 1
	WCAM	Italian 2, Greek ½
	WKDN	Greek ½, German ½, Polish ½, Spanish ½
Millville	WMLV	Polish 3
New Brunswick	WCTC	Hungarian 2, Polish 2
Trenton	WBUD	Hungarian 3, Polish 10
	WTNJ	Greek ½, Hungarian 2, Italian 1, Roumanian ½
	WTTM	Hungarian 1, Italian 1
Vineland	WWBZ	Italian 2
Wildwood	WCMC	Italian 1

NEW MEXICO

Albuquerque	KDEF	Spanish 5
	KGGM	Spanish 6
Farmington	KVBC	Navajo 6
Gallup	KGAK	Navajo 20, Zuni 3
Las Vegas	KFUN	Spanish 14
Roswell	KGFL*	Spanish ½

NEW YORK

Albany	WABY	Polish 2, German 1
	WOKO	Italian 1, Polish 2, Ukrainian 1, French 1
	WPTR	Polish 1
Amsterdam	WCSS	Polish 21, Lithuanian 1, Ukrainian 1, Italian 1
Auburn	WMBO	Polish 1
Binghamton	WKOP	Italian ½, Polish and Slavic 6
Buffalo	WBNY	Polish 1
	WKBY	Polish 4, Italian ½
	WWOL	Polish 16, Italian 8, German 2, Ukrainian 1
Dunkirk	WFCB	Polish 5, German 1
Fulton	WOSC	Italian 1, Polish 1
Gloversville	WENT	Italian 2
Hornell	WLEA	Italian 2
Jamestown	WJOC	Swedish 3, Italian 1
	WJTN	Swedish 2
Kenmore	WXRA	Hungarian 1, Polish 6
Kingston	WKNY	Polish ½
Little Falls	WLFH	Polish 2
Middletown	WALL	Polish 2
New Rochelle	WNRC	Spanish 4
New York City	WBNX	French 2, German 5, Italian 15, Polish 3, Spanish 26
	WEVD	Jewish 50, German 1, Italian 1, Spanish 5
	WHOM	Spanish 83, German 12, Italian 17, Polish 18
	WLIB	Greek 2, Jewish 5, Polish 12, Spanish 14

	WVOV	Italian 63
	WWRL	Czech 3, German 29, Greek 3, Polish ½, Russian 2, Spanish 90, Syrian 1
Niagara Falls	WHLD	Italian 6, Polish 7, Ukrainian 7
	WJLL	Polish 1
Patchogue	WALK	Polish 1, Spanish 1
Plattsburg	WIRY	French 1
Poughkeepsie	WEOK	Italian 1
Rochester	WHEC	Lithuanian ½
	WRNY	Italian 2
	WSAY	German 1, Italian 2, Jewish 2, Polish ½, Ukrainian 1
	WVET	Italian 4
Schenectady	WSNY	Polish 4, Italian 3
Syracuse	WAGE	Ukrainian 2, Italian 1
	WHEN	Ukrainian ½
	WNRD	Polish 1
Utica	WGAT	Italian 5, Polish 4
	WIBX	Italian 1, Polish 5
	WRUN	Italian 2, Polish 5

NORTH DAKOTA

Dickinson	KDIX	German ½
Fargo	KFGO	Scandinavian 2
Jamestown	KEYJ	German ½
Minot	KLPM	Norwegian ½

OHIO

Akron	WADC	Hungarian ½, Italian ½
Ashland	WATG	Italian ½
Ashtabula	WICA	Italian 1, Polish 3
Bellaire	WTRX	Bohemian 1, Greek 1, Italian 1, Polish 6, Syrian 1
Canton	WCMW	Greek 1
Cleveland	WDOK	Czech 2, Hungarian 3, Italian ½, Polish 2, Slavic ½, Slovenian 2, Ukrainian ½
	WJMO	Polish 4, Jewish 1, Serbo-Croatian 1, Italian 2, German 1
	WJW	German 1, Polish 1
Dayton	WONE	Hungarian ½
Fostoria	WFOB	Polish 1
Middletown	WPFB	Hungarian 1
Steubenville	WSTV	Italian 2
Toledo	WSPD	Hungarian 1
	WTOD*	Czech ½, German 1, Polish 1
Warren	WHHH	Greek 1, Ukrainian ½
Youngstown	WFMJ	Polish 3, Jewish 1

OREGON

Portland	KWJJ	Italian 1
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PENNSYLVANIA

Allentown	WHOL	German ½
	WKAP	Italian ½
Altoona	WVAM	Italian ½

Beaver Falls	WBVP	Croatian ½, Italian ½, Ukrainian 3
Carbondale	WCDL	Polish 8
Charleroi	WESA	Italian 2, Hungarian ½, Polish ½
Chester	WDRF	Polish 1
Connellsville	WCVI	Polish 4
Du Bois	WCED	Polish 1
Ephrata	WGSA	Penn. Dutch ¼
Erie	WIKK	Italian 1
	WJET	German 1, Polish ½
	WLEU	Polish 2
Farrell	WJAR	Greek ½, Slavic ½
Hazleton	WAZL	Polish 4
Johnstown	WARD	Polish 1
Lansford	WLSH	Polish 3
McKeesport	WEDO	Greek ½, Italian ½, Polish 1, Serbian ½
Nanticoke	WHWL	Polish 4
Philadelphia	WDAS	Irish 2, Italian 5, Jewish 5, Spanish 7
	WHAT	Irish ½, Spanish ½
	WJMJ	Greek 2, Irish 7, Italian 25, Polish 8
	WTEL	Albanian ½, German 9, Greek 1, Hungarian ½, Lithuanian 2, Latvian ½, Polish 8, Slavic ½, Spanish 6, Ukrainian 2
Pittsburgh	WHOD	German 1, Hungarian 1, Italian 11, Lithuanian 1, Slavic 2, Croatian 2, Greek 6
	WLOA	Hungarian ½, Lithuanian ½, Slavic ½, Slovenian ½, Yugoslavian ½
	WPIT	German 1, Italian 1, Lithuanian ½, Ukrainian ½
Pittston	WPTS	Italian 7, Lithuanian ½, Polish 7
Pottsville	WPPA	Polish 1
Reading	WHUM	Greek ½
St. Marys	WKBI	Polish 1
Somerset	WVSC	Polish 2
Uniontown	WMBS	Italian 1, Polish ½, Slavic ½
Wilkes-Barre	WBRE	Italian 5, Polish 2
	WILK	Lithuanian ½, Polish ½, Ukrainian ¼
Williamsport	WLYC	Italian ½

RHODE ISLAND

Newport	WADK	Portuguese 2
Pawtucket	WPAW	French 5, Italian 8, Polish 3
Providence	WICE	Irish 1, Portuguese 2
	WRIB	Italian 20, Jewish 1, Portuguese 5
Westerly	WERI	Italian 1
West Warwick	WWRI	French 4, Italian 4, Polish 2
Woonsocket	WNRI	French 1
	WWON	French 6

SOUTH DAKOTA

Huron	KIJV	German 1
Yankton	WNAX	Swedish ½

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TEXAS

CITY	CALL LETTERS	HOURS
Brenham	KWHI	German 2
College Station	WTAW*	Czech 1
Dallas	KSKY	Czech 1
El Campo	KULP*	Czech 5, German 1
Hillsboro	KHBR	Czech 7
Killeen	KLEN	Spanish 6
New Braunfels	KGNB*	German 8
Rosenberg	KFRD*	Czech 8, German 1
Seguin	KWED*	German 6

UTAH

Provo	KEYY	French ½
Salt Lake City	KALL	German 1

VERMONT

Brattleboro	WTSA	Polish 1
Rutland	WHWB	Italian 1, Polish 2

VIRGINIA

Newport News	WACH	Greek ½
Norfolk	WLOW	Greek ½

WASHINGTON

Aberdeen	KBKW	Finnish ¼
Seattle	KAYO	Italian 1
	KIRO	Italian 1
	KTW	Japanese ½
Spokane	KNEW	Italian ½, Scandinavian 2
Yakima	KYAK*	Swedish 2

WEST VIRGINIA

Fairmont	WVWV	Italian 3
Weirton	WEIR	Greek 2, Italian 2
Wheeling	WHLL	Polish 1
	WKWK	Greek 1, Polish ½
	WTRY	Bohemian ½, Greek ½, Italian ½, Polish 3, Syrian ½

WISCONSIN

Beloit	WBEL	Scandinavian 3
Menomonie	WMNE	German ½, Scandinavian ½
Milwaukee	WCAN	German 3, Polish 6
	WEMP	German 1
Monroe	WEKZ	German 2, Swiss 1
Neenah	WNAM	Polish 1
Racine	WRAC	Spanish 1
	WRJN	Danish 3, Polish 5
Shawano	WTCH	German 2
Waukesha	WAUX	German 6, Polish 6
Wausau	WOSA	German 1

ALASKA

Juneau	KJNO	Thlingot ¼
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GUAM, M. I.

Agana	KUAM	Tagalog 4, Chamorra 4
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HAWAII

Hilo	KHBC	Japanese 24, Chinese 1, Filipino ½
	KILA	Japanese 72, Filipino 7
Honolulu	KAHU	Japanese 38, Filipino 12, Chinese 1, Samoan ½
	KAIM	Japanese 1
	KGMB	Japanese 24, Chinese 1, Filipino ½
	KGU	Japanese 9, Filipino 3
	KIKI	Japanese 12, Fili- pino 12, Chinese 2, Span- ish 6, Korean ½
	KPOA	Japanese 22, Filipino 14, Chinese 1
	KULA	Japanese 16, Filipino 5, Chinese 2, Korean 2, Samoan ½
Lihue	KTOH	Japanese 8, Filipino 4
Wailuku	KMVI	Japanese 11, Filipino 3

PUERTO RICO

Aguadilla	WABA	English 3
Caguas	WVJP	English 3

VIRGIN ISLANDS

St. Thomas	WSTA	French 1
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CANADA**ALBERTA**

Edmonton	CFRN	Ukrainian ½
	CHFA	Ukrainian 2, German 1
Peace River	CKYL	Polish ¼

BRITISH COLUMBIA

Chilliwack	CHWK	German ½
Kelowna	CKOV	Dutch ¼, Ukrainian ½, German ¼
N. Westminster	CKNW	Scandinavian ½
Penticton	CKOK	X
Port Alberni	CJAV	Ukrainian ½, German ½, Scandinavian ½
Vancouver	CKLG	German 2, Chinese ¼
Vernon	CJIB	X
Victoria	CKDA	Norwegian ½

MANITOBA

Dauphin	CKDM	Ukrainian 1
St. Boniface	CKSB	Ukrainian 2, Polish 1, Jewish ½, German 1

NOVA SCOTIA

Truro	CKCL	Dutch ½
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ONTARIO

Barrie	CKBB	Dutch ½
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Brampton	CFJB	Ukrainian ¼, Dutch 1, Greek 1, Polish ½
Brantford	CKPC	German 1
Galt	CKGR	German 1, Italian 1
Guelph	CJOY	Italian 2, Ger- man ½, Polish ½
Hamilton	CHML	German ½, Italian 2, Hungarian ½
Kitchener	CKCR	German 4, Dutch ¼
Leamington	CJSP	German 2, Greek 1, Italian ½, Maltese ¼
Niagara Falls	CHVC	Italian 7, French 3, Ukrainian 1, Polish ½
Oshawa	CKLB	Ukrainian 1, Polish 1, Greek ½
Port Arthur	CFPA	X
St. Catharines	CKTB	Polish 2, Ukrain- ian 2, German 2
St. Thomas	CHLO	German 1, Dutch ½
Sault Ste. Marie	CJIC	Polish ½, Fin- nish ½, German ½, Italian 1
Sudbury	CHNO	Italian 1, Polish ½, German 1, Ukrainian ½, Croatian ½, Finnish ¼
Tillsonburg	CKOT	Hungarian 1, Belgian 1
Timmins	CFCL	German 1, Polish 1, Italian 2
Toronto	CHUM	Polish 1, Ger- man 1, Lithuanian 1, Italian 3
	CKFH	Macedonian 1, Greek 1, Ukrainian ½, Polish 1, Hungarian 2, German 2, Czech 1
Woodstock	CKOX	Hungarian ½

QUEBEC

Alma	CFGT	Spanish 2
Amos	CHAD	Italian ½, Ger- man ½, Polish ½, Indian ½, Slavic ½
Chicoutimi	CJMT*	Spanish 1
La Sarre	CKLS	Polish ½
Montreal	CHLP	Italian 5, Polish 3, Greek 30
	CKAC	Spanish 4
Quebec	CKCV	German ½
Rouyn	CKRN	Italian ½, Ger- man ½, Polish ½, In- dian ½, Slavic ½
Val d'Or	CKVD	Italian ½, Ger- man ½, Polish ½, In- dian ½, Slavic ½

SASKATCHEWAN

Prince Albert	CKBI	Ukrainian ¼, German ¼, Scandi- navian ¼, Polish ½, Dutch ¼, Czech ¼
Regina	CKRM	German 1
Saskatoon	CFNS	Ukrainian ½, German ½, Russian ½, Polish ½
	CKOM	German ½, Jewish ½, Dutch ¼
Yorkton	CJGX	Ukrainian 1, German ½, Polish ½, Czech ½

SEVEN COMPLETE BMI PROGRAM PACKAGES



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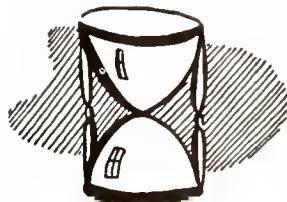
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KIWW
San Antonio

XEO-XEOR
Rio Grande Valley

KUNO*
Corpus Christi

KTXN
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mexican-american



symbol

* indicates 100% Spanish programming.
Figures represent hours per week

• 181 radio stations (7% of the total of 1956 Buyer's Guide respondents) reported programming for the Spanish-speaking Mexican-Americans in the Southwest and Far West.

This programming, either in Spanish or in English, directed to the Mexican-American audience, continues strongest in California where 57 stations devote their broadcast time to it, and in Texas where some 61 such stations are located. A number of stations in other parts of the United States also report this type of programming. The 1955 Buyers' Guide reported 51 such stations in California and 56 in Texas.

While 7% of the stations listed below are Spanish language stations, this is not to be confused with the stations that program in the Spanish language out of New York for the Puerto Rican population segment of those in other states. Those appear in the Foreign Language section, page 109 in this book.

PARTIAL LIST OF NATIONAL ADVERTISERS AND THEIR AGENCIES USING MEXICAN-AMERICAN RADIO

ADVERTISER	AGENCY
ORACION AND MARYLAND CLUB COFFEE.....	Tracey-Locke Agency
MEXICAN TOBACCO CO.	
ucky Strike	BBD&O
all Mall	SSC&B
STRONG LINOLEUM	BBD&O
BLACK DRAUGHT	Harry B. Cohen Agency
GIEN'S EVAPORATED MILK.....	Young and Rubicam
RIOL-MYERS	
l Hepatica	Young and Rubicam
AL CIGARETTES	William Esty Co.
RATION MILK	Erwin-Wasey
OLITE	
b	William Esty Co.
ONIC GASOLINE	Benton & Bowles
EDAVIS CO.	
comalt	BBD&O
X	Warwick and Legler
ALAFF BEER	Dancer-Fitzgerald-Sample
OL R'S COFFEE	Cunningham and Walsh
EN:AL FOODS	
lumet	Young and Rubicam
RO: LABORATORIES	
ir-Way Tablets	Harry B. Cohen Agency
IL BLEACH	Roche-Williams and Cleary
STANT MAXWELL HOUSE.....	Benton & Bowles
AL N SWISS COLONY WINE.....	Honig-Cooper Agency

ADVERTISER	AGENCY
JAX BEER	Fitzgerald Agency—New Orleans
LYDIA PINKHAM	Harry B. Cohen Agency
MAINE SARDINES	BBD&O
MANHATTAN SOAP COMPANY	
Sweetheart	Scheideler-Beck Company
NATIONAL BISCUIT CO.	
Nabisco	McCann-Erickson
NESCAFE	Bryan Houston
PAPER MATE PEN.....	Foot-Cone and Belding
PEPTO-BISMOL	Benton & Bowles
PHARMACO	
Feen-a-Mint	Doherty-Clifford-Steers and Shenfield
PROCTER & GAMBLE	
Cheer	Young & Rubicam
Crest	Benton & Bowles
Fluffo	The Biow Company
Gleem	Compton
Lilt	The Biow Co.
Tide	Benton & Bowles
PUREX BLEACH	Foot-Cone and Belding
ROBERT HALL CLOTHES	Sawdon Advertising
STERLING DRUG	
Dr. Caldwell's	Carl S. Brown Co.
Fletcher's Castoria	Carl S. Brown Co.
Pepsamar	Dancer-Fitzgerald-Sample
WHITEHALL PHARMACAL	Ted Bates & Co.



The most powerful
SPANISH voice on

the continent—

150,000 watts on 800 KC

CLEAR CHANNEL

Sombbrero

Network Voice for
the El Paso trading
area . . . better
than 65%

Spanish-Speaking
plus an across-
the-border U.S.
consumer count
of over 200,000.

QUALITY — and power — in
serving the best of national
and regional advertisers

XELO

Juarez/El Paso, Texas
Jack R. McVeigh, Manager

Represented Nationally by
RICHARD O'CONNELL, INC.
527 Madison Avenue, N. Y. 22, N. Y.

West Coast—Tracey Moore & Assoc.

ARIZONA

CITY	CALL LETTERS	HOURS
Bisbee	KSUN	1½
Flagstaff	KCLS	3
	KGPH	7
Globe	KWJB	4
Holbrook	KDJI	6
Nogales	KNOG	10
Phoenix	KIFN	81*
	KRIZ	2
	KRUX	2
Tucson	KEVT	81*
	KVOA	24
Yuma	KOLD	14
	KYMA	6

CALIFORNIA

Bakersfield	KBIS	2
	KGEE	12
	KMAP	25
	KPMC	7
Barstow	KWTC	5
Berkeley	KRE	1
Blythe	KYOR	6
Burbank	KBLA	11
Coalinga	KBMX	3
Corona	KBUC	14
Fresno	KGST	37
	KYNO	12
Hanford	KNGS	12
Los Angeles	KMPC	1
	KPOP	21
	KRKD	21
Merced	KYOS	11
Modesto	KBOX	7
	KMOD	5
Needles	KSFE	1
Oakland	KWBR	7
Ontario	KOCS	1
Oxnard	KOXR	13
Pasadena	KALI	44
	KWKW	139
Pittsburg	KECC	4

(CONTINUED ON PAGE 118)



For
the
best
in
Spanish Radio
Buy
SOMBRERO

Call RICHARD O'CONNELL, INC.
527 Madison Ave., N. Y. 22, N. Y. • PLaza 5-9751



Only COMPLETE
coverage of
350,000 Latin-
Americans on
OUR side of
the border

Dominant in
program preference . . .

Dominant in
merchandising delivered . . .

. . . and gratefully . . .
dominant in the hearts of our
Latin-American Countrymen . . .

New Belden Survey available for
the 65 mile market known as
"THE VALLEY"

50,000 SPANISH Watts
10,000 nighttime on 1530 KC

Por Favor Call on

KGBT

Lower Rio Grande Valley
Harlingen, Texas

Represented Nationally by H-R, Inc.
Southwest-Clarke Brown Company

Sombbrero Representative—
RICHARD O'CONNELL, INC.
527 Madison Avenue, N. Y. 22, N. Y.



ANOTHER **KCOR** FIRST!!!

AMERICA'S FIRST TELEVISION IN

ESPAÑOL!

BRINGING TOPS IN FILM AND LIVE PROGRAMMING TO OVER 300,000 LATIN AMERICANS
FOLLOWING IN THE FABULOUS FOOTSTEPS OF KCOR RADIO — FLAGSHIP OF SOMBRERO NETWORK
NEW BELDEN RATINGS FOR TV AND SET PENETRATION AVAILABLE • SET COUNT NOW VALIDATED AT 70,000 PLUS
BULLFIGHTS FROM MEXICO CITY • FEATURE LENGTH FILMS, LIVE VARIETY, CHILDREN'S SHOWS • ZIV SPANISH FEATURES

SAN ANTONIO, TEXAS

KCOR-TV

RAOUL A. CORTEZ,
President

CHANNEL 41

Represented Nationally by RICHARD O'CONNELL, INC. • 527 Madison Ave., N. Y. 22, N. Y., PLaza 5-9751 • West Coast — Tracy Moore & Assoc., Inc.



LA PRIMERA ESTACIÓN

Literal Translation . . .

No. 1 by all counts on
both sides of a prosperous
border. . . .

Blue Chip clients from
both nations . . . over sixty
satisfied national and
international advertisers
week-in and week-out!

Sombrero's selling voice of
the "upper" Rio Grande
Valley—reaching for you
over 100,000 Spanish
Speaking consumers in
the U.S.A. . . .

VAYA CON SOMBRERO

XEDF

5000 watts
on 960 KC

Ruperto Villarreal,
President

P. O. Box 87
Laredo, Texas

Represented by . . .
RICHARD O'CONNELL, INC.
527 Madison Avenue, N. Y. 22, N. Y.

West Coast—
Tracey Moore & Assoc.

(CONTINUED FROM PAGE 116)

CALIFORNIA (cont.)

CITY	CALL LETTERS	HOURS
Pomona	KWOW	6
Porterville	KTIP	1
Redlands	KCAL	7
Riverside	KPRO	3
Sacramento	KGMS	5
Salinas	KSBW	5
San Bernardino	KCSB	15
	KFXM	14
	KITO	8
	KRNO	12
San Diego	KSON	14
	XEAC	50
	XERB	21
San Francisco	KSAN	3
San Jose	KEEN	8
	KLOK	47
	KSJO	21
Santa Ana	KWIZ	10
Santa Barbara	KIST	11
	KTMS	8
Santa Maria	KCOY	4
Santa Monica	KOWL	7
Stockton	KSTN	7
	KXOB	7
Tulare	KCOK	3
	KTUR	1
Ventura	KUDU	8
	KVEN	15
Visalia	KONG	4
Watsonville	KHUB	6
Yuba City	KUBA	10

COLORADO

Alamosa	KGIW	7
Denver	KFSC	40
Durango	KIUP	2
Greeley	KFKA	2
	KYOU	5
La Junta	KBZN	1½
Pueblo	KCSJ	1
	KGHF	1
Sterling	KGEK	3
	KOLR	2
Trinidad	KCRT	8

(CONTINUED ON PAGE 120)



For
the
best
in
Spanish Radio
Buy
SOMBRERO

Call RICHARD O'CONNELL, INC.
527 Madison Ave., N. Y. 22, N. Y. • PLaza 5-9751

A Typical Fan Letter?

HECK NO

WE THINK IT'S DIFFERENT!

Radio Station KWKW
Pasadena, California.

Gentlemen:

Your new program scheduling has completely upset my daily routine!! To begin with, my day *must* Now begin half an hour earlier — LATIN AMERICAN RHYTHMS time (6:00). This means I must go to bed half an hour earlier. (My clock radio has been set at 6:30 for so long, it was a major operation to switch it back to 6:00).

Another thing—my daughter complains because now she doesn't know when it's time to leave for school. Heretofore she left at END OF LATIN AMERICAN RHYTHMS (8:30). The first day of your new program schedule she rushed to school at END OF DEARDEN'S* (8:15) only to find she was 15 minutes earlier than she was supposed to be. She still can't get used to this.

It takes me 20 to 25 minutes to drive to work. I leave at START OF DEARDEN'S (8:00), and, of course, LATIN AMERICAN RHYTHMS goes with me (via car radio). Your new program schedule means I must start working at least 10 minutes earlier because by 8:20 LATIN AMERICAN RHYTHMS has gone off the air and there is no reason for me to sit in my car any longer.

I don't suppose any other radio station features a LATIN AMERICAN RHYTHMS (there couldn't be another program like it). Besides, I don't think my radio could live through another major operation. It has been set at 1300 for about three and a half years, when I first got introduced to LATIN AMERICAN RHYTHMS . . . What a sense of humor!

This is not a complaint; after all, I do get 15 minutes more of LATIN AMERICAN RHYTHMS. But, providing Milt Nava doesn't mind working another 15 minutes, would it be asking too much to extend LATIN AMERICAN RHYTHMS to 8:30? My routine would be half-ways normal then.

A "1300 on Your Dial" Booster
Signed: MRS. BELIA SANCHEZ

*Dearden's is a Los Angeles department store sponsoring 8-8:15 a.m. segment.

The Milt Nava "Latin American Rhythms" program (6:00-8:15 a.m.) is one of 8 featured Spanish-language D.J. shows heard for 22 hours daily.

KWKW
PASADENA • LOS ANGELES
Spanish Language
Station



representative:

BROADCAST TIME SALES
New York — Chicago — San Francisco



Look at all the hats in our ring...

Why not throw
yours in and let
SOMBRERO
sell 3,000,000
Latin
Americans
for you



KCOR—flagship
San Antonio, Texas

KGBT
Harlingen, Texas

KWKW
Pasadena, California

XELO
Juarez, Mexico

KLOK
San Jose, California

KABQ
Albuquerque, New Mexico

KCCT
Corpus Christi, Texas

XEDF
Nuevo Laredo, Mexico

SOMBRERO NETWORK

Represented Nationally by **RICHARD O'CONNELL, INC.**

527 Madison Ave., N. Y. 22, N. Y. • PLaza 5-9751

West Coast — Tracey Moore Assoc.

Full-time Spanish Language Broadcasting . . .

tested and approved by

NATIONAL ADVERTISERS!

KIFN

Spanish-Language
Broadcasting
is our **ONLY Business!**



**WE'RE
KNOWN
BY THE
COMPANIES WE KEEP!**

Pepsi-Cola Bottling Co.
Folger's Coffee
White King Soap
Fab
Camel Cigarettes
Pacific Greyhound Lines
Pet Milk Co.
A-1 Beer
Carnation Co.
Mountain States Tel. & Tel. Co.
Quaker Oats Co.
Safeway Stores, Inc.
General Mills
Canada Dry Bottling Co.
Nic-L-Silver Batteries
Coca-Cola Bottling Co.
B. F. Goodrich Co.
J. J. Newberry Co.
Mode-O-Day

KIFN's listeners will learn to like your company too . . . the cost is modest . . . but the results are BIG!

**ASK THESE YANQUIS HOW
KIFN SELLS**

National Time Sales
17 E. 42nd St.
New York, N. Y.

Harlan G. Oakes
672 Lafayette Park PL
Los Angeles, Calif.

KIFN

860 Kilocycles • 1000 Watts
REACHING PHOENIX AND
ALL OF CENTRAL ARIZONA

(CONTINUED FROM PAGE 118)

DISTRICT OF COLUMBIA

CITY	CALL LETTERS	HOURS
Washington	WARL	1/4

IDAHO

Nampa	KFXD	1
-------	------	---

ILLINOIS

Chicago	WGES	1
---------	------	---

INDIANA

Gary	WGRY	7
Hammond	WJOB	7

IOWA

Des Moines	KWDM	2
Fort Madison	KXGI	1 1/2

KANSAS

Topeka	KTOP	1
	WREN	2

MICHIGAN

Adrian	WABJ	2
Ludington	WKLA	3
Pontiac	WPON	2
Saginaw	WKNX	1 1/4
	WSGW	2

NEBRASKA

Grand Island	KRGI	1 1/2
Scottsbluff	KNEB	3

KOWL

HAS MORE SPANISH LANGUAGE
LISTENERS THAN ANY OTHER STATION
IN LOS ANGELES COUNTY, NETWORK
OR INDEPENDENT.



MARIO REY
Leading Spanish
Speaking disc
jockey in L.A.

KOWL

HAS MORE MEXICAN-AMERICAN
(BI-LINGUAL, SPANISH-ENGLISH)
LISTENERS THAN ANY OTHER STATION
IN LOS ANGELES COUNTY, NETWORK
OR INDEPENDENT.



"CHICO" SESMA
Leading Mexican-
American (bi-lin-
gual) disc jockey
in L.A.



September 1955 Survey

KOWL

10,000 WATTS

Transmitter: Los Angeles, California
Executive Offices: Santa Monica, California
Phone: TEExas 0-5152

National Representatives:

FORJOE & CO. New York, Chicago,
Dallas, San Francisco
DORA-CLAYTON Atlanta, Georgia

GEORGE A. BARON, Vice Pres. & Gen. Mgr.



For
the
best
in
Spanish Radio
Buy
SOMBRERO

Call **RICHARD O'CONNELL, INC.**
527 Madison Ave., N. Y. 22, N. Y. • PLaza 5-9751

NEW MEXICO

CITY	CALL LETTERS	HOURS
Albuquerque	KABQ	52
	KQUE	4
Artesia	KSVP	9
Carlsbad	KPBM	3
Clovis	KCLV	3
Deming	KOTS	6
Gallup	KGAK	26
Hobbs	KWEW	2
Las Cruces	KOBE	9
Los Alamos	KRSN	1/4
Lovington	KLEA	1
Roswell	KGFL	6
Santa Fe	KTRC	17
Silver City	KSIL	7
Tucumcari	KTNM	5

NORTH DAKOTA

Grand Forks	KNOX	1
-------------	------	---

OHIO

Toledo	WTOD	1/2
--------	------	-----

TEXAS

Abilene	KRBC	3
Alice	KBKI	21
Alpine	KVLF	6
Austin	KTXN	60
Ballinger	KRUN	3

Bay City	KIOX	1
Beeville	KIBL	25
Big Spring	KTXC	6
Brady	KNEL	1
Brownfield	KTFY	21
Brownsville	KBOR	24
	XEO	124*
Bryan	KORA	1/4
Coleman	KSTA	2
College Station	WTAW	7
Colorado City	KVMC	2
Corpus Christi	KCCT	91*
	KUNO	123*
	KWBU	28
Eagle Pass	XEMU	98*
Edinburg	KURV	25
El Campo	KULP	10
El Paso	KEPO	10
	XEJ	128*
	XELO	84*
Falfurrias	KBLP	18
Floydada	KFLD	8
Fort Stockton	KFST	7
Galveston	KGBC	3
	KLUF	3
Gonzales	KCTI	6
Harlingen	KGBT	42
Hereford	KPAN	6
Laredo	KVOZ	7
Lubbock	KLLL	10
	KSEL	3
McAllen	XEOR	124
Midland	KJBC	6
New Braunfels	KGNB	12
Odessa	KECK	2
	KRIG	3
Pasadena	KLVL	105*
Pecos	KIUN	7

Plainview	KVOP	6
Post	KRWS	3
Rosenberg	KFRD	13
San Angelo	KTXL	7
San Antonio	KCOR	123*
	KEXX	84*
	KIWW	84*
San Marcos	KCNY	25
Sequin	KWED	12
Sinton	KANN	12
Sweetwater	KXOX	18
Taylor	KTAE	3
Temple	KTEM	1/2
Tulia	KTUE	7
Uvalde	KVOU	20
Victoria	KNAL	11
	KVIC	7

UTAH

Ogden	KVOG	1
-------	------	---

WASHINGTON

Yakima	KYAK	1
--------	------	---

WYOMING

Cheyenne	KVWO	7
Rawlins	KRAL	1

CANADA

QUEBEC		
Chicoutimi	CJMT	2

How do you reach the 200,000 Spanish-speaking people who are PERMANENT residents in the four San Francisco Bay Area counties?

You buy Radio KLOK, Northern California's predominant foreign language station!

Ask any of the following representatives to show you the brand new Belden Market Study.

NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

Richard O'Connell, Inc.
John E. Pearson Co.
Lee F. O'Connell Co.
Don R. Pickens Co.

PLaza 5-9751
STate 2-7494
OLympia 2-1313
YUkon 6-0621



RADIO KLOK

SAN FRANCISCO • SAN JOSE

SOMBRERO NETWORK • 5000 WATTS

WDAS

a leader

in American

negro

radio



- *Philadelphia Negro Market's most powerful station.*
- *Philadelphia's oldest independent with the most broadcast hours to Philadelphia Negro listeners.*
- *Highest ratings . . . WDAS has more Negro listenership than any other radio station in Philadelphia (network or independent).*
PULSE—Philadelphia Negro Listening.
- *Pioneer Negro broadcasters.*
- *Largest on-the-air-staff of Negro personalities.*
- *Brand new broadcast and transmission facilities.*
- *Complete operations staff.*
- *Negro market know-how.*
- *Philadelphia's first and only full time Negro Market Merchandising Department.*
- *Complete Market Studies and Research Data.*
- *Thorough city-wide promotion (billboards, newspapers, personal appearances, etc.)*
- *Programming Variety.*
- *Close community contact.*
- *WDAS carries more accounts than any other station in the market.*
- *Some of the Top National and Regional Users of WDAS Negro:*

Strawbridge & Clothier
Italian Swiss Colony
Snow Clam Chowder
Dulany Frozen Foods
Sunbeam Bread
Park's Sausage
Lydia Pinkham
Drano-Windex
Black Draught
Ortlieb's Beer
Perma-Strate
Lucky Strike
Rem and Rel
Vaseline
Stanback
Pio Wine
Sulfur 8
Ex-Lax
666

Mrs. Schlorer's Mayonnaise
Mrs. Filbert's Margarine
Manischewitz Wine
Schmidt's Beer
Carnation Milk
Wanamakers
Wrigley Gum
Lit Brothers
Quaker Oats
Tetley Tea
Feen-a-mint
Camels
Winston
Cardui
Dolcin
4-Way
PSFS
Ford
BC

- *The Voice to America's third largest Negro market—a population of 500,000 plus brand-conscious consumers with a spendable annual income of one-third of a billion dollars plus.*

WDAS *Philadelphia*
Represented by Forjoe & Co.

negro radio



symbol

* indicates 100% Negro programming.
Figures represent hours per week

● 710 stations or 29% of those who filed questionnaires for the 1956 Buyers' Guide reported that they were programing at least a portion of their schedule for their local Negro audience. The percentage was identical with that of 1955 though the total number of stations reporting Negro programing that year was considerably less—596 in all. The trend in that direction would appear to have lessened, however, since no gain is shown, the figures for 1955 having been based on a far smaller questionnaire response. 42 states and the District of Columbia reported Negro programing in 1956 against 39 states in 1955. 100% Negro programing is claimed by 43 stations in this edition of the Guide compared with 32 stations in 1955 and 22 stations in 1954. 25% of the stations reporting Negro programing also devote 10 or more hours per week to religious programing. In fact, Negro programing covers a very wide range of interests, such as Negro news, sports, rhythm and blues music, community public service. Most often mentioned are rhythm and blues by Negro performers or spirituals.

ALABAMA

CITY	CALL LETTERS	HOURS
ALEXANDER CITY	WRFS	10
ANDALUSIA	WCTA	3
ANNISTON	WHMA	3
	WSPC	5
ATHENS	WJMW	3
AUBURN	WAUD	20
BESSEMER	WBCO	123*
BIRMINGHAM	WEDR	84*
	WEZB	10
	WJLD	126*
	WVOK	4
DECATUR	WAJF	5
	WHOS	3
	WMSL	5
DOTHAN	WDIG	9
	WEOF	13
EUFAULA	WULA	7
FAYETTE	WWWF	3
FLORENCE	WJOI	7
	WOWL	10
GADSDEN	WETO	10
	WGAD	5
GENEVA	WGEA	½
GREENVILLE	WGYV	12
HAMILTON	WERH	4

HUNTSVILLE	WBHP	4
	WFUN	6
MARION	WJAM	16
MOBILE	WKAB	18
	WMOZ	98*
MONROEVILLE	WVFC	6
MONTGOMERY	WBAM	1
	WCOV	5
	WMCY	8
	WRMA	94*
MUSCLE SHOALS	WLAY	3
OPELIKA	WJHO	5
OPP	WAMI	2
SCOTTSBORO	WCRI	1
SELMA	WGWC	8
	WHBB	5
SYLACAUGA	WFEB	3
	WMLS	6
TALLADEGA	WHTB	60
TALLASSEE	WTLS	6
TUSCOMBIA	WVNA	6
TUSKEGEE	WTUS	36

ARIZONA

FLAGSTAFF	KCLS	1
MESA	KTYL	6
PHOENIX	KRUX	11

ARKANSAS

ARKADELPHIA	KVRC	12
CROSSETT	KAGH	4
EL DORADO	KDMS	3
FAYETTEVILLE	KGRH	3
FORT SMITH	KFPW	3
	KWHN	6
HELENA	KFFA	35
HOT SPRINGS	KBLO	2
	KWFC	6
JONESBORO	KBTM	½
LITTLE ROCK	KCHI	24
	KTHS	5
	KXLR	25
MAGNOLIA	KVMA	9
MALVERN	KDAS	3
McGEHEE	KVSA	6
MONTICELLO	KHBM	3
MORRILTON	KVOM	2
NEWPORT	KNBY	5
OSCEOLA	KOSE	5
PINE BLUFF	KCLA	10
	KOTN	16
TEXARKANA	KTFS	3
WARREN	KWRF	3

(CONTINUED)

(CONTINUED)

CALIFORNIA		
CITY	CALL LETTERS	HOURS
BAKERSFIELD	KAFY	12
	KMAP	14
BERKELEY	KRE	20
BLYTHE	KYOR	4
BURBANK	KBLA	5
FRESNO	KGST	7

LONG BEACH	
LOS ANGELES	KMJ
	KYNO
	KFOX
	KGER
	KGFJ
	KPOL
	KPOP
NAPA	KVON
OAKLAND	KLX
	KWBR
PASADENA	KALI

PITTSBURG	KECC	3
SACRAMENTO	KXOA	1
SAN BERNARDINO	KCSB	7
	KRNO	15
SAN FRANCISCO	KSAN	146*
SAN RAFAEL	KTIM	8
SANTA MONICA	KOWL	30
STOCKTON	KSTN	1
	KWG	1/2
	KXOB	10
VALLEJO	KGYW	1

KOWL

HAS MORE NEGRO LISTENERS THAN
ANY OTHER STATION IN LOS ANGELES
COUNTY, NETWORK OR INDEPENDENT.



September 1955 Survey

KOWL

10,000 WATTS

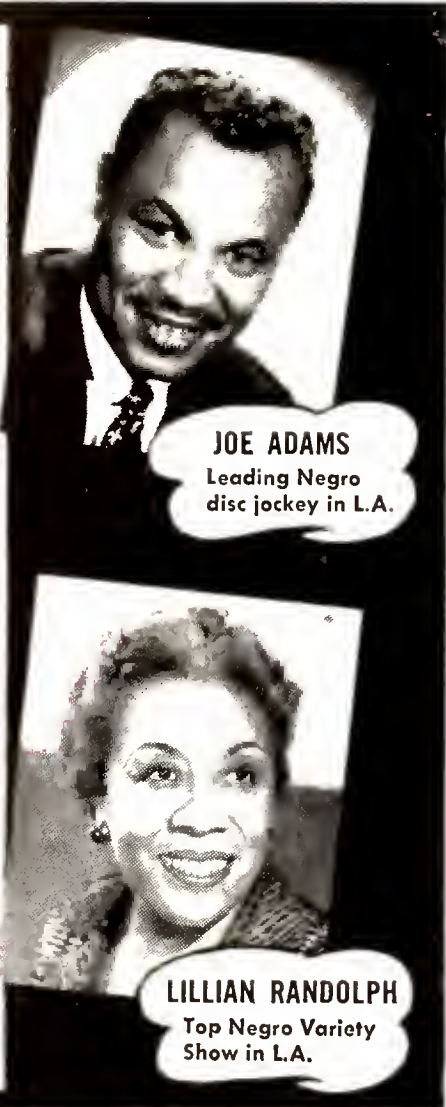
Transmitter: Los Angeles, California

Executive Offices: Santa Monica, California

Phone: TEexas 0-5152

National Representatives:

FORJOE & CO. New York, Chicago,
Dallas, San Francisco
DORA-CLAYTON Atlanta, Georgia
GEORGE A. BARON, Vice Pres. & Gen. Mgr.



COLORADO

DENVER	KFSC	12
	KIMN	6
	KLIR	1/2
ENGLEWOOD	KGMC	3

CONNECTICUT

NORWALK	WNLK	1
WATERBURY	WATR	12

DELAWARE

WILMINGTON	WAMS	21
	WILM	14

DISTRICT OF COLUMBIA

WASHINGTON	WOL	6
	WOOK	154*
	WPIK	1
	WUST	84*
	WWDC	12

FLORIDA

CLEARWATER	WTAN	1/2
COCOA	WKKO	5
DELRAY BEACH	WDBF	6
FERNANDINA BEACH	WFBF	6
FT. LAUDERDALE	WFTL	20
FORT PIERCE	WARN	11
	WIRA	x

(CONTINUED ON PAGE 126)

IN CALIFORNIA

• K G S T •

FRESNO

R & B.

GOSPEL...

HOT JAZZ...

Represented by
WILLIAM G. RAMBEAU CO.

• K M A P •

BAKERSFIELD

.... R & B

... GOSPEL

.. HOT JAZZ

Represented by
FORJOE & CO.

—THE MERCHANDISING TWINS—

*** MORE HOURS NEGRO
PROGRAMMING THAN ANY
STATION WEST OF THE ROCKIES
94% NEGRO
PROGRAMMING**

**3RD HIGHEST
PER CAPITA
INCOME NEGRO
MKT. IN U.S.**

**OVER
\$1,000,000
A DAY SALES
POTENTIAL**

KSAN

STUDIO & OFFICES—1355 MARKET ST.
SAN FRANCISCO

MERCHANDISING TOO!

1. Movie Trailers in Theatres
2. Taxi-Cab signs
3. Direct Mail to Retail Trade
4. Point of Purchase promotion
5. Direct contact with trade by personalities

ALL AT NO EXTRA COST!

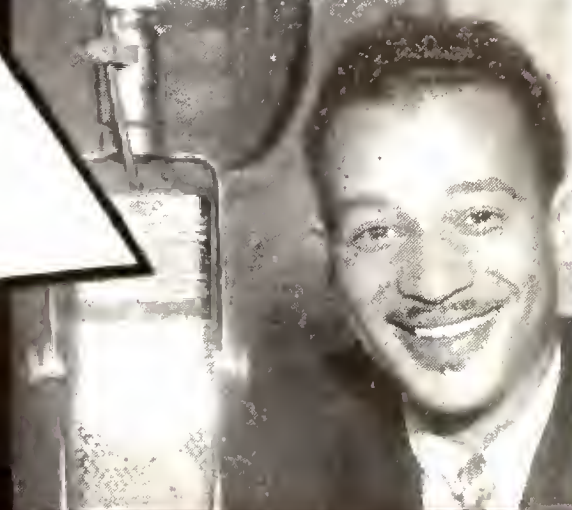
Richard Bott
Station Manager

Represented Nationally by
Stars National Inc.

*Rhythm & Blues—***JUMPIN' GEORGE**



*Tom Hardy—Original "Hot
Hot" from New Orleans*



*Women's Show—***JACKIE FORD**



*Spiritual—***WALLEY RAY**



Get the Sensational
New Facts About . . .

The ONLY All-NEGRO Station in the Big Chicago Area

WBEE

Harvey, Ill.

MORE broadcasts to
MORE Negroes who
actually **Buy More**

ROLLINS BROADCASTING, INC.
National Sales Mgr.: Graeme Zimmer
New York Office: 550 Fifth Ave., CI 7-6634
Chicago: 6201 S. Cottage Grove Ave., NO 7-4124

(CONTINUED FROM PAGE 124)

FLORIDA (cont.)

CITY	CALL LETTERS	HOURS
GAINESVILLE	WDVH	6
	WGGG	5
	WRUF	3
HOLLYWOOD	WGMA	7
JACKSONVILLE	WOBS	44
	WRHC	36
KISSIMMEE	WRWB	1
LAKELAND	WLAK	1/2
	WONN	3
LIVE OAK	WNER	4
MIAMI	WFEC	71*
	WGBS	1/2
	WMIE	19
	WWPB	18
MIAMI BEACH	WMBM	85*
MILTON	WEBY	2
NEW SMYRNA BCH.	WSBB	7
OCALA	WMOP	1
	WTMC	3
ORLANDO	WABR	16
	WHOO	15
	WORZ	1
PALATKA	WWPF	6
PANAMA CITY	WPCF	5
PENSACOLA	WCOA	3
PLANT CITY	WPLA	1
QUINCY	WCNH	8
ST. AUGUSTINE	WSTN	10
ST. PETERSBURG	WTSP	10
SANFORD	WTRR	7
STUART	WSTU	2
TALLAHASSEE	WMEN	12
	WTNT	1
TAMPA	WDAE	1/2
	WEBK	7
	WIOK	90*
TARPON SPRINGS	WDCL	1/2
VERO BEACH	WNTM	1
W. PALM BEACH	WIRK	12
WINTER HAVEN	WSIR	5

GEORGIA

ALBANY	WJAZ	21
AMERICUS	WDEC	5
ATHENS	WRFC	4
ATLANTA	WAKE	36
	WAOK	149*
	WEAS	10
	WERD	86*
	WGLS	8
AUGUSTA	WAUG	45
	WBBQ	9
	WBIA	6
	WGAC	1
	WRDW	2
BAINBRIDGE	WMGR	7
BAXLEY	WHAB	7
BRUNSWICK	WMOG	6
CAIRO	WGRA	7
COLUMBUS	WCLS	25
	WDAK	20
	WGBA	20
	WPNX	21
CORNELIA	WCON	4
COVINGTON	WGFS	8
DOUGLAS	WDMG	3
DUBLIN	WMLT	7
FITZGERALD	WBHB	2
FORT VALLEY	WFPM	9
GAINESVILLE	WDUN	3
	WGA	1/4
GRIFFIN	WHIE	12
JESUP	WBGR	3
LA GRANGE	WLAG	6
	WTRP	8
MACON	WBML	31
	WIBB	26

MADISON	WMGE	6
MILLEDGEVILLE	WMVG	1
MONROE	WMRE	6
NEWNAN	WCOH	2
ROME	WLAQ	14
SAVANNAH	WCCP	12
	WJIV	41
	WSAV	7
SWAINSBORO	WJAT	3
THOMASVILLE	WPAX	7
TIFTON	WWGS	5
VALDOSTA	WCAF	1/2
	WGOV	12
WARNER ROBINS	WRPB	5
WAYCROSS	WACL	9
	WAYX	6
WAYNESBORO	WBRO	9
WINDER	WIMO	3

ILLINOIS

BELLEVILLE	WIBV	2
CAIRO	WKRO	1
CHICAGO	WAAF	14
	WGES	67
	WGN	7
	WSBC	20
EAST ST. LOUIS	WTMV	24
EVANSTON	WEAW	2
	WNMP	1/2
HARVEY	WBEE	75*
KEWANEE	WKEI	1
LA GRANGE	WTAQ	30
METROPOLIS	WMOK	4
OAK PARK	WOPA	50
SPARTA	WHCO	3
URBANA	WKID	4

(CONTINUED)

THE PERFECT EQUATION PNH* × WAOK = RESULTS IN THE ATLANTA NEGRO MARKET

*Pulse (Nov-Dec) '55	}	PROVE
*Nielsen (August) '55		WAOK
*Hooper (Oct-Nov) '55		1ST
		IN THE
		VAST
ATLANTA NEGRO MARKET		

ATLANTA NEGRO MARKET

For availabilities call or write
Forjoe & Co.

Remember: WAOK is Atlanta's
only full time Negro programmed
station.

WAOK ATLANTA
GEORGIA
5,000 WATTS | 1380 KC

70 HOUSTON STREET, N. E.
ATLANTA 3, GEORGIA

(CONTINUED)

CITY	CALL LETTERS	HOURS
INDIANA		
EVANSVILLE	WJPS	5
FT. WAYNE	WANE	3
GARY	WGRY	22
	WWCA	22
HAMMOND	WJOB	20
MICHIGAN CITY	WIMS	2
RICHMOND	WKBY	1
SOUTH BEND	WJVA	1
TERRE HAUTE	WBOW	1/4

IOWA

DES MOINES	KWDM	3
WATERLOO	KXEL	1

KANSAS

CONCORDIA	KFRM	2
LAWRENCE	KLWN	2
WICHITA	KANS	2

KENTUCKY

BOWLING GREEN	WKCT	5
	WLJB	10
CAMPBELLSVILLE	WTCO	2
CENTRAL CITY	WMTA	5
COLUMBIA	WAIN	1/2
COVINGTON	WZIP	12
CUMBERLAND	WCPM	2
FRANKFORT	WFKY	3

FULTON	WFUL	5
HOPKINSVILLE	WKOA	6
LEXINGTON	WLEX	5
LOUISVILLE	WLOU	72*
MADISONVILLE	WFMW	5
PADUCAH	WPAD	1/4
RADCLIFF	WSAC	14
RICHMOND	WEKY	1

LOUISIANA

ALEXANDRIA	KDBS	25
	KSYL	8
BATON ROUGE	WIBR	10
	WXOK	84*
BOGALUSA	WHXY	3
	WIKC	4
CROWLEY	KSIG	8
DE RIDDER	KDLA	5
HAMMOND	WFPR	4
HOUMA	KCIL	10
LAFAYETTE	KVOL	2
LAKE CHARLES	KAOK	18
	KLOU	3
MANSFIELD	KDBC	8
MARKSVILLE	KAPB	3
MONROE	KLIC	10
	KMLB	2
	KNOE	6
MORGAN CITY	KMRC	14
NEW IBERIA	KVIM	5
NEW ORLEANS	KBOK	84*
	WJBW	2
	WMRY	84*
	WNOE	1
	WWEZ	126*
OAKDALE	KREH	6
OPELOUSAS	KSLO	10

(CONTINUED)

TEXAS FIRST!

ALL-NEGRO RADIO STATION

in Houston "THEIR" Station...KCOH Delivers!

- ★ 391,643 Potential Customers
- ★ 115,306 Negro Families
- ★ \$966,215,140 Spendable Income
- ★ \$436,461,740 Retail Sales

Can You Overlook 4 Million
In Additional Texas Sales?

Represented by
Gill-Perna
and
Lee O'Connell
or call
Bob Meeker
KCOH, Houston

KCOH
HOUSTON, TEXAS

The voice of the
Negro in the South's
largest city.

★ KCOH interpolation of 1950 Census and 1955 SRDS Consumer Markets.

The Miracle of Baltimore

on the
Air
Since . . .



Radio Station

WEBB

is

FIRST

in Negro Homes
26 Out of 48
Pulse Periods!

AHEAD

of Other Negro
Programmed
Stations 43
Out of 48
Periods!

Ask Gill-Perna
for Complete Story

WEBB
1360 ON THE
DIAL

W W R L

NEW YORK

HAS THE LARGEST AUDIENCE IN 3 MARKETS

NEGRO

1,100,000

SPANISH

838,000

GERMAN

902,000

CUSTOMERS FOR 9¢ PER THOUSAND

5,000 WATTS

Defender 5-1600

LOUISIANA (cont.)		
CITY	CALL LETTERS	HOURS
SHREVEPORT	KANI	81*
	KENT	10
	KWKH	7
TALLULAH	KTLD	16
THIBODAUX	KTIB	3
WINNFIELD	KACL	3

MAINE		
WATERVILLE	WTVL	12

MARYLAND		
ANNAPOLIS	WANN	8*
	WNAI	9
BALTIMORE	WBAL	12
	WBB	84*
	WTH	20
	WSD	54
LEXINGTON PARK	WPTX	2

MASSACHUSETTS		
BOSTON	WBMS	15
	WMEX	14

NEW BEDFORD	WNBH	1/4
SPRINGFIELD	WJKO	12

MICHIGAN		
ANN ARBOR	WHRV	3
	WPAG	3
BENTON HARBOR	WHFB	1/2
DETROIT	CKLW	2
	WJBK	30
	WJLB	44
	WXYZ	18
FLINT	WBBC	23
	WMRP	16
GRAND RAPIDS	WLAV	3
MUSKEGON	WMUS	1
PONTIAC	WPON	1/2
PORT HURON	WHLS	2
	WTTH	3
SAGINAW	WKNX	3

MINNESOTA		
MINNEAPOLIS	WSGW	5
MINNEAPOLIS		
ST. PAUL	WCOV	4

MISSISSIPPI		
ABERDEEN	WMPA	6
BATESVILLE	WBLE	4
BOONEVILLE	WBIP	6
CANTON	WDOB	10
CENTERVILLE	WGLC	10
CLARKSDALE	WKDL	28
	WROX	25
CLEVELAND	WGLD	18
COLUMBIA	WCJU	1
COLUMBUS	WACR	6
CORINTH	WCMA	1/2
GRENADA	WNAG	6
GULFPORT	WGCM	4
HATTIESBURG	WBKH	11
	WHSY	5
HAZLEHURST	WMDC	7
HOUSTON	WCPC	8
INDIANOLA	WNLA	8
JACKSON	WOKJ	84*
	WRBC	26
LAUREL	WAML	3
	WLAU	7
LOUISVILLE	WLSM	10
MERIDIAN	WMOX	15
	WTOK	5

The BIGGEST
Negro Audience
Program Schedule in
the New York Area

The Only All-Negro Station
in the Country's Biggest
and Richest Negro Market

WNJR

Newark, N. J.

5000 watts 1430 kc Day and Night

ROLLINS BROADCASTING, INC.

National Sales Mgr.: Graeme Zimmer

New York Office: 550 Fifth Ave., CI 7-6634

Chicago: 6201 S. Cottage Grove Ave., NO 7-4124

DON'T BE COLOR BLIND!



DON'T BE COLOR BLIND in the Shreveport Market Area where 300,000 Negroes spend 24 cents out of every dollar of total retail sales.

DON'T BE COLOR BLIND in an area with a higher-than-average Negro income.* (Higher than Dallas, Little Rock, Jackson.)

*U.S. CENSUS BUREAU

DON'T BE COLOR BLIND in an area that boasts 76 licensed Negro businesses; where 30.6% of the Negroes own their own homes.

... and, **DON'T BE COLOR BLIND** to KANV, the all Negro Air Personnel station with total programming directed toward this tremendous Negro market. The station that advertises your product . . . merchandises your advertising . . . and makes sales, sales, sales.

THESE KANV REPS. HAVE THE WHOLE STORY. CONTACT ONE SOON . . . THEY SPECIALIZE IN CURING "MARKET COLOR BLINDNESS."

Fred R. Jones . . . Chicago, Ill.—ST 2-5096
Dora Clayton . . . Atlanta, Ga.—AL 7841
Harlan G. Oakes . . . Los Angeles, Calif.—DU 2-3200
Bob Wittig . . . New York, N. Y.—MuH 7-4758
Richard Easton . . . Washington, D. C.—EM 3-2798

KANV 1050 Kc.
250 Watts
DAYTIME
SHREVEPORT, LOUISIANA

CITY	CALL LETTERS	HOURS
NEWTON	WEGA	6
OXFORD	WSUH	5
PHILADELPHIA	WHOC	4
PICAYUNE	WRJW	1/2
TUPELO	WELO	2
VICKSBURG	WVIM	6
WAYNESBORO	WABO	3
WEST POINT	WROB	7

MISSOURI

CHARLESTON	KCHR	4
KANSAS CITY	KMBC-KFRM	2
	KPRS	84*
MOBERLY	KNCM	10
ST. LOUIS	KATZ	126*
	KSTL	18
	KXLW	88*
	WIL	6
SIKESTON	KSIM	3

NEVADA

LAS VEGAS	KLAS	1
	KORK	2
RENO	KWRN	1

NEW JERSEY

ASBURY PARK	WJLK	2
ATLANTIC CITY	WFPG	5
	WLDB	10
	WMID	9
BRIDGETON	WSNJ	1
CAMDEN	WCAM	84
	WKDN	6
NEWARK	WAAT	10
	WHBI	19
	WNJR	132*
TRENTON	WBUD	16
	WTNJ	3
	WTTM	3

NEW MEXICO

ALAMOGORDO	KALG	1/4
CLOVIS	KCLV	3
HOBBS	KWEW	10

NEW YORK

BATAVIA	WBTA	4
BUFFALO	WKBW	11
CORNING	WCLI	1/2
ELMIRA	WELM	1
KINGSTON	WKNY	1/2
NEWBURGH	WGNV	x
NEW ROCHELLE	WNRC	7
NEW YORK	WEVD	1
	WLIB	46
	WNJR	132*
	WOV	51
	WWRL	46
NIAGARA FALLS	WHLA	1
	WJL	1
PATCHOGUE	WALK	2
ROCHESTER	WHEC	1/4
	WSAY	2
SYRACUSE	WNDR	1/2
UTICA	WGAT	1/2

NORTH CAROLINA

ASHEVILLE	WSKY	12
BEAUFORT	WBMA	6
BELMONT	WCGC	2
BREVARD	WPNF	2
BURLINGTON	WBBB	5
	WFNS	4
CANTON	WFIT	6
CHARLOTTE	WBT	1/4
	WGIV	60
	WOK	23
DUNN	WCKB	2
DURHAM	WDNC	8
	WSRC	91*
	WSSB	24
	WTIK	7

(CONTINUED)

SELL The tremendous
NEGRO Market of

DURHAM- RALEIGH

and Eastern North Carolina
with

W S R C

DURHAM, N. C.

"Only station in Eastern
North Carolina Programming
to this tremendous Market"

**Top Pulse Rated in
Both Durham and
Raleigh**

Serving over 250,000 Negroes
with extremely high incomes.
1950 Census

42% of DURHAM is NEGRO

38% of all Eastern North
Carolina is NEGRO

1950 Census & local govt. info.

The only possible way to
reach this great Market
is through

W S R C

Call RAMBEAU

or
Southeastern—

DORA-CLAYTON

for a look at our amazing PULSE
ratings among this great NEGRO
market, also the overall market.

Facts and figures prove

W S R C

the South's greatest advertising
buy.

WHOD



Mary Dee

7-8:30 AM Daily
2-4:30 PM Daily

A pioneer Negro broadcaster and household name in Pittsburgh since 1948.

Mary is one of America's most famous Negro Radio personalities with honors from coast to coast!



Mal Goode

Five Newscasts daily with emphasis on local news of interest to Negroes. Pittsburgh's only live, local Negro Newscasts. Remote tape recordings and Beeper phone used.

8 AM—2, 3, 4 and 5 PM Daily!



Walt Harper

WALT HARPER is Pittsburgh's most popular Band leader. His knowledge of Music and personal friendship with the big names in Music give his chatter between records a most unique appeal.

4:30-6:00 PM Daily!



Walt Jones

WHOD advertisers receive the benefits of an experienced merchandising department headed by WALT JONES. This includes store calls, point-of-sale displays, Trade Mailings and Newspaper ads.

**Courier Women's Page of the
Air 8:30-9 A.M.**



Daily Homemaker Show featuring Toki Johnson, Women's editor of the Pittsburgh Courier and Hazel Garland, Courier Magazine Editor.



WHOD

Studios in the
Pittsburgh Courier Building
Nat'l Rep. — **FORJOE**

(CONTINUED)

NORTH CAROLINA (cont.)

CITY	CALL LETTERS	HOURS
EDENTON	WCDJ	2
ELIZABETH CITY	WCNC	3
	WGAI	6
FAIRMONT	WFMO	13
FAYETTEVILLE	WFAI	16
	WFLB	15
	WFNC	14
GOLDSBORO	WFMC	10
	WGBR	1
GREENSBORO	WGBG	17
GREENVILLE	WGTC	5
HENDERSON	WHNC	11
	WHVH	20
HENDERSONVILLE	WHKP	5
HICKORY	WHKY	8
HIGH POINT	WHPE	7
	WMFR	3
	WNOS	24
KINGS MOUNTAIN	WKMT	6
KINSTON	WELS	12
	WFTC	10
	WISP	13
LAURINBURG	WEWO	7
LEAKSVILLE	WLOE	3
LEXINGTON	WBUY	2
LUMBERTON	WAGR	3
MORGANTON	WMNC	1/4
MOUNT AIRY	WSYD	4
NEW BERN	WOWF	35
N. WILKESBORO	WKBC	3
RALEIGH	WNAO	1
	WRAL	10
REIDSVILLE	WFRC	6
	WREV	12
ROCKINGHAM	WAYN	6
ROCKY MOUNT	WCEC	8
ROXBORO	WRXO	4
SALISBURY	WSAT	10
SANFORD	WWGP	8
SILER CITY	WNCA	5
SMITHFIELD	WMPM	4
SOUTHERN PINES	WEEB	17
TARBORO	WCPS	12
TRYON	WTYN	7
WADESBORO	WADE	9
WALLACE	WLSE	7
WASHINGTON	WRRF	6
WHITEVILLE	WENC	4
WILLIAMSTON	WIAM	11
WILMINGTON	WONI	15
WILSON	WGTM	8
	WVOT	14
WINSTON-SALEM	WAAA	82*
	WAIR	6

OHIO

AKRON	WADC	2
	WCUE	1
	WHKK	8
CHILlicothe	WBEX	10
CINCINNATI	WCIN	84*
CLEVELAND	WJMO	75
	WJW	17
COLUMBUS	WCOL	1
	WTVN	1/4
	WVVO	9
DAYTON	WAVI	4
	WING	10
	WONE	2
FOSTORIA	WFOB	2
GALLIPOLIS	WJEH	3
HAMILTON	WMOH	1/2
SANDUSKY	WLEC	1
SPRINGFIELD	WIZE	3
STUBENVILLE	WSTV	1/2
TOLEDO	WTOD	4

YOUNGSTOWN	WBBW	2
	WHOT	1
	WKBN	1/4

OKLAHOMA

ARDMORE	KVSO	1
DUNCAN	KRHD	1/4
FREDERICK	KTAT	1/4
GUTHRIE	KWRW	12
HUGO	KIHN	1/2
MUSKOGEE	KBIX	8
	KMUS	10
OKLAHOMA CITY	KBYE	2
	KLPR	6
OKMULGEE	KHBC	1/2
PAULS VALLEY	KVLH	1/4

OREGON

OREGON CITY	KGON	10
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PENNSYLVANIA

ALTOONA	WVAM	1/4
BEAVER FALLS	WBVP	2
CHESTER	WDRF	18
COATESVILLE	WCOT	1
ERIE	WERC	1/2
	WJET	2
FARRELL	WFAR	1
JOHNSTOWN	WARD	2
NORRISTOWN	WNAR	1/4
PHILADELPHIA	WDAS	103
	WFIL	1/2
	WHAT	101
	WJMJ	6
PITTSBURGH	WHOD	54
	WILY	75*
READING	WEEU	1/2
SCRANTON	WARM	1/2

RHODE ISLAND

NEWPORT	WADK	3
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SOUTH CAROLINA

AIKEN	WAKN	1
ANDERSON	WAIM	3
	WANS	3
BARNWELL	WBAW	8
BEAUFORT	WBEU	7
BENNETTSVILLE	WBSC	12
BISHOPVILLE	WAGS	6
CAMDEN	WACA	5
CHARLESTON	WCSC	1
	WPAL	70*
	WQSN	45
CHERAW	WCRE	4
COLUMBIA	WCOS	6
	WIS	3
	WMSC	1/2
	WOIC	75*
DARLINGTON	WPED	4
DILLON	WDSC	6
EASLEY	WELP	7
FLORENCE	WJMX	6
	WOLS	9
GREENVILLE	WESC	12
GREENWOOD	WCRS	3
	WGSW	10
GREER	WEAB	3
LAURENS	WLBG	8
MULLINS	WJAY	x
MYRTLE BEACH	WMYB	3
NEWBERRY	WKDK	12

CITY	CALL LETTERS	HOURS
ORANGEBURG	WDIX	6
	WTND	10
ROCK HILL	WRHI	2
	WTYC	9
SPARTANBURG	WJAN	7
	WORD	10
SUMTER	WSSC	30
UNION	WBCU	4
WALTERBORO	WALD	6

TENNESSEE

CHATTANOOGA	WAPQ	9
	WDXB	12
	WMFS	91*
CLARKSVILLE	WJZM	7
COLUMBIA	WKRM	2
COVINGTON	WKBL	2
DICKSON	WDMN	3
FRANKLIN	WAGG	7
GALLATIN	WHIN	3
JACKSON	WJAK	98*
JOHNSON CITY	WETB	1
KNOXVILLE	WIVK	7
	WKGN	10
	WNOX	1/4
LEWISBURG	WJIM	3
LEXINGTON	WDXL	7
McMINNVILLE	WMMT	2
MEMPHIS	WFEM	26
	WCBR	84*
	WDIA	140*
	WHIM	22
MURFREESBORO	WGNS	7
	WMTS	1

NASHVILLE	WKDA	6
	WLAC	33
	WSOK	84*
PARIS	WTPR	3
RIPLEY	WTRB	10
ROGERSVILLE	WRGS	3
SPRINGFIELD	WDBL	8

TEXAS

ABILENE	KWKC	1
ANDREWS	KAOT	8
ATHENS	KBUD	1
ATLANTA	KALT	2
AUSTIN	KTXN	20
BAY CITY	KIOX	6
BAYTOWN	KREL	63
BEAUMONT	KJET	105*
	KRIC	12
	KTRM	6
BEEVILLE	KIBL	1
BRYAN	KORA	1
CARTHAGE	KGAS	x
CENTER	KDET	5
CLEVELAND	KVLB	6
COLLEGE STATION	WTAW	4
CONROE	KMCO	6
CORPUS CHRISTI	KUNO	11
	KWBU	6
CROCKETT	KIVY	7
DALLAS	KGKO	16
	KLIF	18
	KSKY	15
DENISON	KDSX	7
EL CAMPO	KULP	3
EL PASO	XELO	1
FORT WORTH	KCNC	11
	KNOK	63

GALVESTON	KGBC	23
	KLUF	5
GONZALES	KCTI	1
GREENVILLE	KGUL	5
HOUSTON	KCOH	90*
	KVUZ	12
	KPRC	6
	KYOK	132*
HUNTSVILLE	KSAM	3
JACKSONVILLE	KEBE	9
LONGVIEW	KLTI	6
MARLIN	KMLW	3
MARSHALL	KMHT	6
MIDLAND	KJBC	7
MONAHANS	KFKM	1/2
MOUNT PLEASANT	KIMP	1/4
NACOGDOCHES	KSFA	1/2
PALESTINE	KNET	1
PASADENA	KLVL	21
ROSENBERG	KFRD	3
SAN ANTONIO	KCOR	9
	KISS	12
	KMAC	12
	KTSA	5
SIHERMAN	KRRV	1/2
	KTAN	1/4
SINTON	KANV	1
TAYLOR	KTAE	1
TERRELL	KTER	3
TEXARKANA	KTFS	3
TEXAS CITY	KTLL	30
TULIA	KTUE	1/4
TYLER	KGKB	1/2
	KTBB	1
UVALDE	KVOU	2
VICTORIA	KVIC	6
WACO	WACO	1
WICHITA FALLS	KTRN	10

(CONTINUED)

2

LEADING NATIONAL RATING SERVICES GIVE WHAT TOP NEGRO AUDIENCE

THE TRUTH ABOUT NEGRO RADIO IN PHILADELPHIA . . .

- WHAT talks to more Negroes than any station south of New York City. Ratings compare with some network stations.
- WHAT has proven (according to national surveys) best radio buy of ANY station in Philadelphia. LOWEST COST PER DOLLAR SPENT now enjoyed by hundreds of local and national accounts.
- WHAT is the only station (for Negroes) whose signal reaches every Negro neighborhood. The highest non-directional AM tower in Philadelphia.
- WHAT is the only local station with a powerful merchandising bonus, tailor-made for Negro Market.
- WHAT is the only station with a FULLTIME broadcast schedule of Negro programs handled by top Negro personality salesmen catering to every age group and income bracket.
- WHAT was the FIRST station in Philadelphia to broadcast to Negroes. Since 1944 local acceptance has grown to the point where the station is KNOWN as, "The Voice of the Negro People."
- WHAT is the only local station offering 20,000 watts of FM to Negroes.

WHAT

AM - FM

PHILADELPHIA 31, PENNA.

Represented by: Stars National, Inc.

Survey Figures Show
Sales Figures Prove

Most Negroes in the Norfolk Area Listen Most to WRAP

1000 watts 850 kc

The **ONLY** All-Negro
Station in Norfolk

ROLLINS BROADCASTING, INC.
National Sales Mgr.: Graeme Zimmer
New York Office: 550 Fifth Ave., CI 7-6634
Chicago: 6201 S. Cottage Grove Ave., NO 7-4124

(CONTINUED)

VIRGINIA

CITY	CALL LETTERS	HOURS
BEDFORD	WBLT	3
BLACKTONE	WKLV	9
CHARLOTTESVILLE	WINA	5
CHRISTIANSBURG	WBCR	3
CLIFTON FORGE	WCFV	2
CREWE	WSVS	12
CULPEPER	WCVA	1½
DANVILLE	WBTM	6
	WDVA	4
FARMVILLE	WFLO	6
FREDERICKSBURG	WFAA	1
FRONT ROYAL	WFTR	2
HOPEWELL	WHAP	7
MARTINSVILLE	WHEE	6
	WMVA	10
NEWPORT NEWS	WACH	5
NORFOLK	WLOW	37
	WRAP	126*
ORANGE	WJMA	3
RADFORD	WRAD	3
RICHMOND	WANT	84*
	WLEE	10
	WRNL	1
	WXGI	3
ROANOKE	WRIS	6
	WROV	6
	WSLS	14
SOUTH BOSTON	WHLF	6
SOUTH HILL	WJWS	5
STAUNTON	WTON	1
WYTHEVILLE	WYVE	1

WASHINGTON

KIRKLAND	KNBX	6
SEATTLE	KTW	2
TACOMA	KTAC	3

WEST VIRGINIA

BECKLEY	WJLS	2
	WWNR	1
BLUEFIELD	WHIS	½
CHARLESTON	WCAW	9
	WCHS	2
	WGKY	3
	WKNA	7
	WTIP	1
LOGAN	WVOW	5
MATEWAN	WHJC	1½
OAK HILL	WOAY	2
PARKERSBURG	WPAR	3
PRINCETON	WLOH	3
WELCH	WELC	3
WHEELING	WKWK	1

WISCONSIN

MILWAUKEE	WMIL	15
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CANADA

Ontario

OWEN SOUND	CFOS	1½
WINDSOR	CKLW	2



The LEADING RELIGIOUS STATION IN THE Los Angeles AREA

Your message should be heard
in this growing area. Join the
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religious audience.

- Old Fashioned Revival Hour
- Dr. Gordon Palmer
- International Lutheran Hour
- Temple Time
- Southern California Lutheran Hour
- Healing Waters

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Long Beach 407-907

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religious & gospel



Figures represent
hours per week

● As in the 1955 Buyers' Guide, this category again shows the greatest percentage of increase over the preceding year. The 1956 Buyers' Guide shows 2277 stations or 91% of total respondents with schedules of some time for weekly religious programming. This compares with 1818 stations or 83% reporting similar schedules in the 1955 Guide. Listed below are the stations that schedule a minimum of 10 hours in this category. The total rose from 373 (17% of the respondents) in 1955 to 477 (21%) in 1956. In 1954 only 6% of the respondents were listed in this category.

ALABAMA

CITY	CALL LETTERS	HOURS
ALBERTVILLE	WAVU	10
ALEXANDER CITY	WRFS	10
ANDALUSIA	WCTA	10
BESSEMER	WBCO	42
BIRMINGHAM	WEDR	24
	WLBS	21
	WSGN	15
DECATUR	WMSL	12
DOTHAN	WOOF	20
EUFULA	WULA	12
FLORENCE	WOWL	11
FORT PAYNE	WFPA	21
	WZOB	18
GADSDEN	WETO	21
GENEVA	WGEA	18
HAMILTON	WERH	10
MONTGOMERY	WRMA	35
OPP	WAMI	15
SYLACAUGA	WFEB	10
	WMLS	16
TALLADEGA	WHTB	10

ARIZONA

BISBEE	KSUN	11
DOUGLAS	KAWT	15

ARKANSAS

FORT SMITH	KWHN	12
HARRISON	KHOZ	10
HOT SPRINGS	KBLO	10

LITTLE ROCK	KARK	13
	KGHI	15
	KXLR	10
MONTICELLO	LHBM	15
NEWPORT	KNBY	10
PARAGOULD	KDRS	11
SILOAM SPRINGS	KUOA	23
SPRINGDALE	KBRB	15

CALIFORNIA

BAKERSFIELD	KAFY	10
BERKELEY	KRE	32
BISHOP	KIBS	10
BURBANK	KBLA	25
CORONA	KBUC	10
FRESNO	KYNO	15
LONG BEACH	KGER	70
LOS ANGELES	KHJ	10
	KPOL	15
	KPOP	12
MODESTO	KBOX	11
OAKLAND	KROW	11
	KWBR	21
PITTSBURG	KECC	21
SAN BERNARDINO	KFXM	10
	KITO	12
	KRNO	10
SAN DIEGO	XERB	23
SAN FRANCISCO	KGO	14
	KSAN	30
SAN JOSE	KEEN	14
SAN LUIS OBISPO	KVEC	13

TURLOCK	KTUR	12
WASCO	KWSO	20

COLORADO

DENVER	KLIR	20
STERLING	KOLR	11
TRINIDAD	KCRT	10

DISTRICT OF COLUMBIA

WASHINGTON	WEAM	10
	WMAL	10
	WOOK	20
	WPIK	14
	WUST	22

FLORIDA

CHIPLEY	WBGC	20
CRESTVIEW	WCNU	10
JACKSONVILLE	WOBS	17
	WRHC	19
LIVE OAK	WNER	14
MIAMI	WMIE	47
MIAMI BEACH	WMBM	32
MILTON	WEBY	14
OCALA	WMOP	10
ORLANDO	WORZ	10
PALATKA	WWPF	10
PALM BEACH	WWPG	10
PANAMA CITY	WPCF	12
ST. PETERSBURG	WTSP	12
TALLAHASSEE	WTNT	15
TARPON SPRINGS	WDCL	15

GEORGIA

ALBANY	WJAZ	13
ATHENS	WRFC	10
ATLANTA	WAKE	12
	WAOK	49
	WEAS	16
	WGLS	19
BAINBRIDGE	WMGR	15
CAIRO	WGRA	15
COLUMBUS	WCLS	30
	WDAK	10
	WGBA	18
	WPNX	20
CORNELIA	WCON	14
DALTON	WBLJ	15
	WRCD	10
DUBLIN	WMLT	10
GRIFFIN	WHIE	15
LAFAYETTE	WLFA	10
LA GRANGE	WTRP	14
MACON	WIBB	14
	WNEX	10
MOULTRIE	WMGA	20
NEWNAN	WCOH	11
ROME	WLAQ	10
SAVANNAH	WCCP	10
	WJIV	10
SUMMERVILLE	WGTA	22
THOMASVILLE	WPAX	12
TOCCOA	WLET	17
WAYCROSS	WACL	21
	WAYX	10
WEST POINT	WRLD	11
WINDER	WIMO	12

(CONTINUED)

(CONTINUED)

IDAHO		
CITY	CALL LETTERS	HOURS
LEWISTON	KRLC	10
VAMPA	KFXD	13

ILLINOIS		
BELLEVILLE	WIBV	10
CHICAGO	WGES	12
	WLS	14
CLINTON	WHOW	18
EAST ST. LOUIS	WTMI	10
HARRISBURG	WGBQ	11
METROPOLIS	WVOK	11
PEORIA	WPEO	11
STERLING	WSDR	10

INDIANA		
ANDERSON	WCBC	21
EVANSVILLE	WJPS	16
FORT WAYNE	WGL	25
GARY	WGRY	10
GOSHEN	WKAM	13
MARION	WBAT	10
NEW CASTLE	WCTW (fm)	10
NORTH VERNON	WOCH	12
PERU	WARU	20

IOWA		
DES MOINES	KWDM	20
SHEPARD	KMA	10

KANSAS		
TOPEKA	WREN	12

KENTUCKY		
ASHLAND	WTCR	24
BARDSTOWN	WBRT	14
CAMPBELLVILLE	WTCO	30
CENTRAL CITY	WVES	10
COLUMBIA	WAIN	15
CORBIN	WCTT	12
COVINGTON	WZIP	12
DANVILLE	WHIR	12
ELIZABETHTOWN	WIEL	10
FULTON	WFL	11
HOPKINSVILLE	WKO4	10
LOUISVILLE	WLOU	22
MAYFIELD	WNGO	19
MIDDLESBORO	WMIK	12
NEWPORT	WNOP	11
OWENSBORO	WVJS	10
SOMERSET	WSFC	14
VANCELEVE	WMTG	18
WINCHESTER	WWKY	12

LOUISIANA		
ALEXANDRIA	KALB	10
	KDBS	23
DE RIDDER	KDLA	15
MANSFIELD	KDBC	10
MONROE	KMLB	10
SHREVEPORT	KANT	44

MAINE		
BANGOR	WABI	18
PRESQUE ISLE	WAGM	11

MARYLAND		
ANNAPOLIS	WANN	13
BALTIMORE	WBMD	16
	WEBB	12

MASSACHUSETTS		
BOSTON	WMEX	10
NORTH ADAMS	WNAW	19
PITTSFIELD	WBRK	10
W. YARMOUTH	WOCB	10

MICHIGAN		
BAY CITY	WBCM	10
COLD WATER	WTBI	14
DETROIT	CKLW	15
	WJLB	10
GAYLORD	WATC	11
GRAND RAPIDS	WFUR	27
	WLAV	10
HOLLAND	WHTC	11
LUDINGTON	WKLA	11
MARQUETTE	WDMJ	10
MUSKEGON	WMUS	30
OWOSSO	WOAP	10
ROGERS CITY	WHAK	11

MINNESOTA		
AUSTIN	KAUS	12
CROOKSTON	KROX	12
DULUTH-SUPERIOR	WEEC	10
FERGUS FALLS	KGDE	12
MINNEAPOLIS		
ST. PAUL	KEYD	12
THIEF RIVER FALLS	KTRF	13
WADENA	KWAD	12
WILLMAR	KWLM	11
WORTHINGTON	KWOA	13

MISSISSIPPI		
BATESVILLE	WBLE	10
BILOXI	WLOX	10
COLUMBUS	WACR	14
HATTIESBURG	WBKH	11
JACKSON	WOKJ	25
LAUREL	WLAI	13
NEW ALBANY	WNAU	10
NEWTON	WEGA	10
WEST POINT	WROB	10

MISSOURI		
FLAT RIVER	KFMO	10
FULTON	KFAL	10
KANSAS CITY	KPRS	16
KIRKSVILLE	KIRX	11
POPLAR BLUFF	KWOC	10
ST. LOUIS	KATZ	42
	KSTL	17
SPRINGFIELD	KICK	20
	KWTO	11
UNION	KLPW	10
WARRENTON	KWRE	18
WEST PLAINS	KWPM	10

MONTANA		
BOZEMAN	KBMN	10
GLASGOW	KLTZ	15
GREAT FALLS	KMON	14
HAIRE	KOJM	12
SIDNEY	KGCX	10

NEBRASKA		
BEATRICE	KWBE	10
COLUMBUS	KJSK	21
LEXINGTON	KRUN	10
LINCOLN	KFOR	10
OMAHA	KFAB	13

NEW JERSEY		
ATLANTIC CITY	WLDB	20
	WMID	11
NEWARK	WHBI	20
	WNJR	16

NEW MEXICO		
ALBUQUERQUE	KOB	12
ARTESIA	KSVP	14
LOVINGTON	KLEA	12

NEW YORK		
AMSTERDAM	WCSS	12
BUFFALO	WGR	12
NEW YORK	WLIB	17
	WNJR	16
	WWRL	21
OGDENSBURG	WSLB	12

NORTH CAROLINA		
ALBEMARLE	WABZ	10
ASHEVILLE	WSKY	23
BEAUFORT	WBMA	21
BREVARD	WPNF	18
BURLINGTON	WFNS	11
CHARLOTTE	WGH	10
DURHAM	WDNC	13
ELIZABETH CITY	WCNC	12
	WGAI	10
FAIRMONT	WFMO	12
FAYETTEVILLE	WFLB	10
	WFNC	18
GOLDSBORO	WFMC	10
GREENSBORO	WCOG	10
HENDERSONVILLE	WHKP	12
HICKORY	WHKY	12
HIGH POINT	WMFR	10
LEAKSVILLE	WLOE	10
LINCOLNTON	WLON	10
MOUNT AIRY	WPAQ	22
RALEIGH	WMSN	25
REIDSVILLE	WREI	14
ROCKY MOUNT	WCEC	12
SPRUCE PINE	WTOE	10
TABOR CITY	WTAB	21
THOMASVILLE	WTNC	10
WALLACE	WLSE	20
WAYNESVILLE	WHCC	10
WHITEVILLE	WENC	17
WILLIAMSTON	WIAM	11
WILSON	WGTI	10

NORTH DAKOTA		
DICKINSON	KDIX	11
FARGO	KFGO	14
HETTINGER	KNDC	10
VALLEY CITY	KOVC	12

OHIO		
AKRON	WADC	12
	WAKR	10
	WHKK	10

CITY	CALL LETTERS	HOURS
CAMBRIDGE	WILE	11
CINCINNATI	WCIN	24
	WLW	11
CLEVELAND	WJMO	14
COLUMBUS	WCOL	14
DAYTON	WING	14
DOVER	WJER	10
EAST LIVERPOOL	WOHI	20
IRONTON	WIRO	20
JACKSON	WLMJ	10
MARIETTA	WMOA	12
WASHINGTON C. H.	WCHO	10

OKLAHOMA

MIAMI	KGLC	15
MUSKOGEE	KBIX	12
OKLAHOMA CITY	KBYE	48
	KLPR	18
PRYOR	KOLS	14
TULSA	KOME	18
	KVOO	17

OREGON

ASHLAND	KWIN	10
EUGENE	KORE	14
OCEANLAKE	KBCH	12
OREGON CITY	KGOV	12
PORTLAND	KPDQ	11
	KWJJ	29
SALEM	KSLM	20

PENNSYLVANIA

ALLENTOWN	WKAP	13
ALTOONA	WVAM	10
BLOOMSBURG	WHLN	10
CHESTER	WVCH	22
CORRY	WOTR	10
DU BOIS	WCED	12
HANOVER	WHVR	13
LANCASTER	WLAN	11
LEBANON	WLBR	15
PHILADELPHIA	WDAS	25
	WHAT	11
	WIBG	23
PITTSBURGH	WHOD	21
	WILY	18
POTTSVILLE	WPAM	10
PUNXSUTAWNEY	WPME	12
RED LION	WGCB	30
WILKES-BARRE	WBAX	10
	WILK	11
WILLIAMSPORT	WLYC	17

SOUTH CAROLINA

CHARLESTON	WHAN	14
	WPAL	10
	WQSN	28
CHERAW	WCRE	22
COLUMBIA	WOIC	38
EASLEY	WELP	25
FLORENCE	WJMX	17
	WOLS	10
GREENVILLE	WMUW	34
GREER	WEAB	12
SPARTANBURG	WJAN	16
SUMTER	WSSC	12

SOUTH DAKOTA

SIoux FALLS	KSOO	12
WATERTOWN	KWAT	10
YANKTON	WNAX	10

TENNESSEE

BRISTOL	WOP1	12
CHATTANOOGA	WAP0	10
	WDXB	25
CLEVELAND	WBAC	14
COVINGTON	WKBL	13
ELIZABETHTON	WBEJ	20
JACKSON	WJAK	23
	WTJS	21
JOHNSON CITY	WJHL	10
KINGSPOrt	WKIN	12
KNOXVILLE	WIVK	14
LENOIR CITY	WLIL	12
McMINNVILLE	WBMC	12
MEMPHIS	WEM	28
	WCBR	50
	WDIA	54
	WHHM	14
MILAN	WKBj	12
MURFREESBORO	WGNS	10
	WITS	14
NASHVILLE	WNAH	25
	WSM	10
NEWPORT	WLIK	17
RIPLEY	WTRB	10
ROGERSVILLE	WRGS	14
SWEETWATER	WDEH	18

TEXAS

ALPINE	KVLF	10
BAYTOWN	KRCT	21
	KREL	21
BEAUMONT	KJET	63
BROWNWOOD	KBWD	12
COLORADO CITY	KVMC	10
CORPUS CHRISTI	KWBU	10
DALLAS	KSKY	24
DENISON	KDSX	11
EL CAMPO	KULP	10
EL PASO	XELO	14
FORT WORTH	KNOK	14
GLADEWATER	KSIJ	11
GREENVILLE	KGVL	10
HOUSTON	KCOH	36
	KLBS	27
	KYOK	49
HUNTSVILLE	KSAM	10
LUBBOCK	KDAV	10
	KSEL	10
MT. PLEASANT	KIMP	15
PALESTINE	KNET	11
ROSENBERG	KFRD	10
SAN ANGELO	KPEP	11
SAN ANTONIO	KISS (fm)	15
	KIWW	11
	KMAC	15
STEPHENVILLE	KSTV	10
TYLER	KGKB	10
	KTBB	20

VIRGINIA

BIG STONE GAP	WLSO	18
BRISTOL	WFHG	15
MARTINSVILLE	WMVA	14
NORFOLK	WCMS	10

NORTON	WNVA	16
PULASKI	WPUV	13
RICHMOND	WRVA	13
	WXGI	13
ROANOKE	WSLS	13
SOUTH BOSTON	WHLF	10
STAUNTON	WAFc	11

WASHINGTON

BELLINGHAM	KPUG	16
CENTRALIA-		
CHEHALIS	KELA	12
KIRKLAND	KNBX	30
SEATTLE	KTW	16
	KVI	17
SPOKANE	KGA	14
VANCOUVER	KHFS	10
	KVAN	11
YAKIMA	KYAK	18

WEST VIRGINIA

CHARLESTON	WKNA	17
	WTIP	13
HUNTINGTON	WPLH	17
LOGAN	WVOF	15
MARTINSBURG	WEPM	15
MATEWAN	WHJC	12
MORGANTOWN	WAJR	15
MOUNDSVILLE	WVOD	14
N. MARTINSVILLE	WETZ	18
PRINCETON	WLOH	10
WELCH	WELC	12
WHEELING	WVA	10

WISCONSIN

SUPERIOR-DULUTH	WEBC	10
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HAWAII

HONOLULU	KAIM	27
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VIRGIN ISLANDS

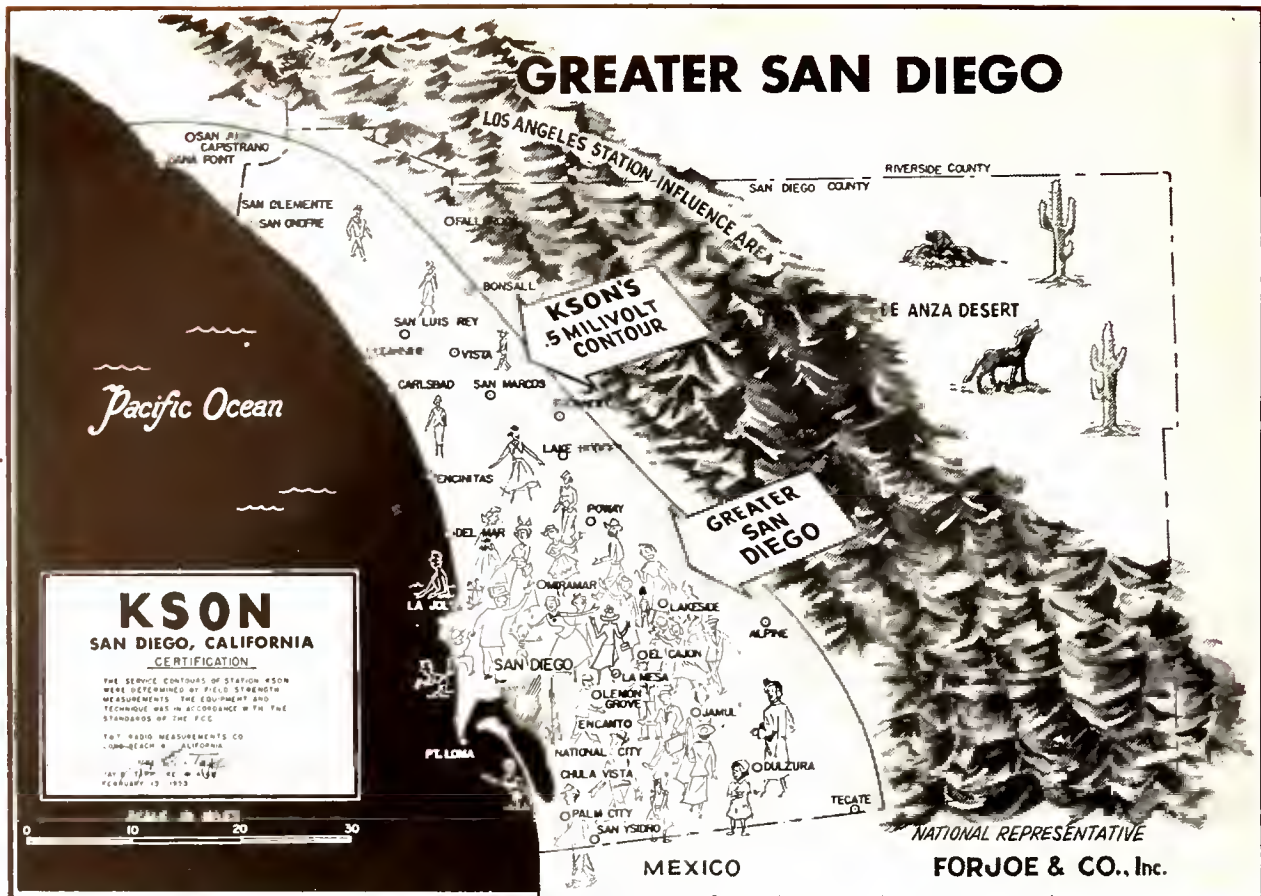
ST. THOMAS	WSTA	17
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Pulse
Survey Shows



1st
. . . morning,
noon, &
evening

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JOHN BLAIR & CO.

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91.7% of San Diego County's 820,000 Population Lives in GREATER SAN DIEGO

San Diego's "1" Music & News ... Number 1 Radio Station

PULSE FOR GREATER SAN DIEGO
(CITY SAN DIEGO—CORONADO—LA MESA)
(NATIONAL CITY—CHULA VISTA—EL CAJON)
(Mon.-Fri. 8 a.m.-6 p.m.) July-Aug. 1955)

STATION	IN HOME	OUT OF HOME
KSON	18%	23%
STATION #2	16%	17%
STATION #3	15%	13%
STATION #4	14%	12%
STATION #5	12%	14%
STATION #6	11%	10%

PULSE FOR METROPOLITAN SAN DIEGO (COUNTY)

(Oct.-Nov. 1955) Mon.-Fri. 8 a.m. to 6 p.m.

KSON	18.3%
STATION #2	17.1%
STATION #3	15.8%
STATION #4	15.8%
STATION #5	12.2%
STATION #6	11.0%

HOOPER RADIO AUDIENCE INDEX

(Oct.-Nov. 1955) Mon.-Fri. 8 a.m. to 6 p.m.

KSON	21.4%
STATION #2	15.7%
STATION #3	13.8%
STATION #4	8.3%
STATION #5	7.7%
STATION #6	5.9%

**24 HOURS A DAY — Serving MORE Local Advertisers
than Any Other Station in San Diego — THEY KNOW!!**

FORJOE & CO. Inc. Representatives

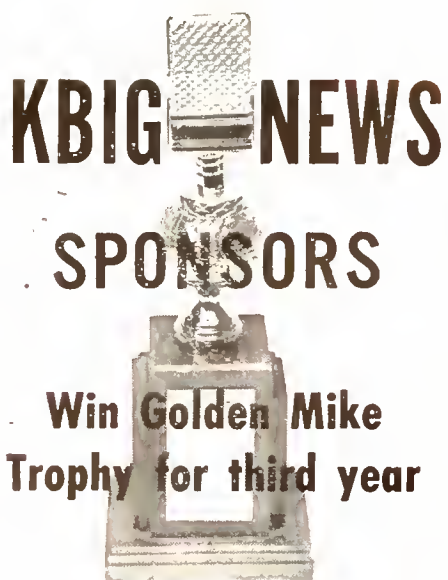
popular music



Figures represent hours per week

• Popular music remains in high favor as a programming formula by just about every radio station in the country, judging from the response to the 1956 Buyers' Guide questionnaires. Heavy emphasis on this programming category is placed by the vast majority of respondents with an increasing number of stations relying on this technique exclusively. In the listing that follows 372 stations are shown with programming of a minimum of 75 hours per week of popular music. This is 15% of the total category respondents and compares with 250 or 12% of the respondents in 1955. In all, 2399 stations report schedules of popular music including pop tunes, jazz, rhythm and blues, old standard and Broadway show tunes. The popular music trend is strong in virtually every part of the country though music formats vary by geographical areas covered and by audience acceptance sought. For full list of stations reporting weekly hours of popular music programming please refer to the master directory.

ALABAMA			SAN FERNANDO			MIAMI		
CITY	CALL LETTERS	HOURS	SAN FRANCISCO	KGIL	163	WINZ	140	
BESSEMER	WBCO	91	KSFO	120		WAHR	154	
BIRMINGHAM	WCRT	80	KYA	96		WLOF	112	
	WEZB	84	SAN JOSE	KSJO	91	WTSP	82	
	WILD	90		KARY	165			
HUNTSVILLE	WFUN	76	SAN LUIS OBISPO	KATY	103			
			SANTA ANA	KWIZ	91			
			SANTA BARBARA	KDB	80			
			SANTA MARIA	KDMA	80			
			STOCKTON	KSTN	140			
				KXOB	80			
			UKIAH	KUKI	80			
			VENTURA	KVEN	76			
			WATSONVILLE	KHUB	79			
ARIZONA			COLORADO			GEORGIA		
MESA	KTYL	84	AURORA	KOSI	84	AMERICUS	WDEC	91
PHOENIX	KONI	110	COLORADO SPNGS	KRDO	101	ATLANTA	WAKE	90
	KRIZ	122		KWBY			WAOK	122
TUCSON	TKTK	112	DENVER	KIMN	126		WQXI	89
YUMA	KOLD	140		KMYR	98	AUGUSTA	WBBQ	105
	KYMA	90	GREELEY	KTLN	163	MACON	WBML	88
				KFKA	105		WNEX	100
ARKANSAS			CONNECTICUT			IDAHO		
TEXARKANA	KTFS	76	BRIDGEPORT	WICC	129	BOISE	KGEM	98
				WNAB	80	WEISER	KWEI	79
CALIFORNIA			NEW HAVEN	WELI	82	ILLINOIS		
AVALON	KBIG	75	NORWALK	WNLK	90	CHICAGO	WFMT(fm)	144
BAKERSFIELD	KBIS	168					WIND	140
BURBANK	KBLA	150				DANVILLE	WITY	90
CORONA	KBUC	80				DECATUR	WDZ	102
FRESNO	KMAK	127				MARION	WGGH	75
LONG BEACH	KFOX	102				MOLINE	WQUA	80
LOS ANGELES	KFWB	150				INDIANA		
	KGFJ	109				EVANSVILLE	WIKY	84
	KLAC	129				HAMMOND	WJOB	92
	KMPC	145				INDIANAPOLIS	WIRE	75
NAPA	KVON	105				IOWA		
OAKLAND	KLX	95				CEDAR RAPIDS	KPIG	130
	KROW	110				CRESTON	KSIB	75
OROVILLE	KMOR	75				DES MOINES	KCBC	168
POMONA	KWOW	117					KRNT	76
REDDING	KSDA	107					KSO	84
REDLANDS	KCAL	82				OTTUMWA	KLEE	80
RIVERSIDE	KPRO	144				SIoux CITY	KMNS	98
SAN BERNARDINO	KCSB	91					KTRI	103
	KRNO	75				SPENCER	KICD	75
SAN DIEGO	KCBQ	154				(CONTINUED)		
	KSDO	133						
	KSON	125						
			FLORIDA					
			CLEARWATER	WTAN	100			
			HAINES CITY	WGTO	130			
			LAKELAND	WONN	80			



Win Golden Mike Trophy for third year

The Radio-Television News Club of Southern California again honors KBIG News. Of seven awards, KBIG is the only non-network winner.



Alan Lisser
two year winner
Best Non-Network
Newscaster.



Larry Berrill
1955 winner for
Most Enterprising
Radio Report.

KBIG Newscasts are 5 minutes long, staff-written, edited, polished, listenable!

There are 120 each week.

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If you don't, talk it over with your KBIG or Weed & Company contact.



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6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOLLYWOOD 3-3205
Nat. Rep. WEED and Company

(CONTINUED)

KANSAS		
CITY	CALL LETTERS	HOURS
ATCHISON	KARE	85
KANSAS CITY	KCKN	109
PITTSBURG	KSEK	89
TOPEKA	KTOP	100
WICHITA	KAKE	75
	KWBB	76

KENTUCKY		
LOUISVILLE	WINN	168

LOUISIANA		
BATON ROUGE	WIBR	87
	WLCS	90
CROWLEY	KSIG	88
LAKE CHARLES	KLOU	123
MONROE	KNOE	120
MORGAN CITY	KMRC	81
NEW ORLEANS	WJBW	100
	WNOE	160
	WTIX	168
	WWL	77
SHREVEPORT	KJOE	77

MAINE		
BANGOR	WABI	80
	WGUY	85

MARYLAND		
ANNAPOLIS	WNAV	90
BALTIMORE	WITH	150
	WWIN	89
CAMBRIDGE	WCEM	90
WESTMINSTER	WTTR	76

MASSACHUSETTS		
ATTLEBORO	WARA	75
BOSTON	WCOP	142
	WHDH	100
	WMEX	79
	WORL	90
CAMBRIDGE	WTAO	86
FALL RIVER	WALE	93
FRAMINGHAM	WKOX	82

HAVERHILL	WHAV	113
LOWELL	WCAP	84
NEW BEDFORD	WBSM	85
NORTH ADAMS	WMNB	80
NORTHAMPTON	WHMP	94

MICHIGAN		
DETROIT	CKLW	86
	WJBK	129
	WKMH	109
	WLDN(fm)	97
FLINT	WKMF	147
JACKSON	WIBM	107
	WKHM	80
KALAMAZOO	WKMI	112
LANSING	WILS	90
MOUNT PLEASANT	WCEN	94
PONTIAC	WPON	81
SAGINAW	WSAM	97

MINNESOTA		
DULUTH-SUPERIOR	KDAL	85
ELY	WELY	81
FARIBAULT	KDHL	82
	WDYG	126
MINNEAPOLIS	WLOL	118
ST. PAUL	WMIN	130
	WTCN	119
ST. CLOUD	WJON	96

MISSISSIPPI		
BILOXI	WLOY	100
GREENVILLE	WGVM	75
JACKSON	WJXN	160
MERIDIAN	WMOX	84
TUPELO	WELO	85

MISSOURI		
HANNIBAL	KHMO	80
KANSAS CITY	KUDL	84
	WHB	166
ST. LOUIS	KWK	85
	KXLW	82
	KXOK	92
	WIL	124
SPRINGFIELD	KICK	99

MORE THAN EVER.....

Stockton's Most Listened to Station

HOOVER RADIO AUDIENCE INDEX

STOCKTON, CALIF. OCTOBER THRU DECEMBER, 1955

	RADIO SETS IN USE	C	N	KSTN	A	M	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	15.7	24.9	6.4	37.6	14.9	9.3	7.0	9,933
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	12.3	27.7	8.2	34.1	14.1	8.7	7.2	11,892

KSTN

Fall 1955 Hooperatings show KSTN increases dominance of *Stockton Radio Audience.

*America's 92nd Market

Music · News · Personalities
Represented by Hollingbery

MONTANA		
CITY	CALL LETTERS	HOURS
GREAT FALLS	KBGF	76
	KFBB	93

NEBRASKA		
FREMONT	KFGT	80
LINCOLN	KFOR	90
	KLMS	94
	KOIL	80
OMAHA	KOWH	160

NEVADA		
HENDERSON	KBMI	162
RENO	KOLO	108
	KONE	160
	KWRN	79

NEW HAMPSHIRE		
MANCHESTER	WFEA	90
	WKBR	75

NEW JERSEY		
ATLANTIC CITY	WLDB	85
	WMID	105
CAMDEN	WCAM	168
NEWARK	WAAT	80
	WNJR	116
	WVNJ	106
PATERSON	WPAT	137
PLEASANTVILLE	WOND	100
TRENTON	WBUD	89
WILDWOOD	WCMC	80

NEW MEXICO		
CLOVIS	KCLV	83

NEW YORK		
ALBANY	WABY	105
AMSTERDAM	WCSS	92
BINGHAMTON	WKOP	93
BUFFALO	WBNY	92
	WEBR	87
	WKBW	77
CORTLAND	WKRT	75
ELMIRA	WELM	84
LITTLE FALLS	WLFH	85

NEW YORK		
	WINS	103
	WMCA	127
	WMGM	93
	WNEW	144
	WNJR	116
	WOV	89
PATCHOGUE	WALK	80
ROCHESTER	WSAY	83
SCHENECTADY	WGY	78
	WSNY	104
SYRACUSE	WDR	112
	WOLF	115
UTICA	WGAT	99

NORTH CAROLINA		
BEAUFORT	WBMA	76
CHARLOTTE	WWOK	79

OHIO		
AKRON	WADC	83
	WAKR	110
	WCUE	100
CINCINNATI	WCPO	133
	WSAI	85
CLEVELAND	WERE	161
	WGAR	75
	WHK	75
DAYTON	WING	100
	WONE	101
ELYRIA	WEOL	118
FINDLAY	WFIN	80
FOSTORIA	WFOB	89
TOLEDO	WOHO	101
YOUNGSTOWN	WBBW	75

OKLAHOMA		
OKLAHOMA CITY	KOCY	94

OREGON		
ASTORIA	KVAS	91
CORVALLIS	KRUL	94
COTTAGE GROVE	KOMB	76
LEBANON	KGAL	105
OREGON CITY	KGON	98
PORTLAND	KEX	105
	KWJJ	80
SALEM	KOCO	76



"Popular music? So this is what KRIZ Phoenix is feeding the radio trade!"

WELL, POP, NOT EXACTLY. IT'S JUST THAT KRIZ IS SO VERY POPULAR IN THE POPULOUS (550,000) PHOENIX, ARIZONA AREA.

TO SELL IN PHOENIX, GO "POPULAR" WITH KRIZ.

SEE BURN-SMITH, INC.

KBIS

bakersfield
california

970



popular music around the clock

... it's market

Population*	277,800
Households*	83,050
Radio Homes*	78,650
Effective Buying Income	\$425,750,000
Retail Sales	\$283,740,000
Apparel Stores	\$11,343,000
Automotive Stores	\$55,689,000
Building Materials	\$12,366,000
Drug Store Sales	\$5,817,000
Eating and Drinking Places	\$23,594,000
Food Store Sales	\$71,276,000
General Merchandise	\$25,338,000
Hardware Stores	\$1,775,000
Household-Furniture-Radio	\$15,902,000
Jewelry Stores	\$2,465,000
Liquor (Package) Stores	\$6,612,000
Service Stations	\$25,190,000

effective buying income

	Per Capita	Per Family
Kern County	\$1,685	\$5,669
United States	\$1,545	\$5,274

Represented: Adam Young, Inc.

... sources

Sales Management's 1955 "Survey of Buying Power"
*SRD "Consumer Markets", 1955

1956 BUYERS' GUIDE

TELEVISION



MASTER

DIRECTORY

1956 BUYERS' GUIDE TO STATION PROGRAMMING

DAMN RIGHT

"EDDY ARNOLD TIME"

Country-and-Western Show

the TOP on Television!

WALTER SCHWIMMER COMPANY

WACKER DR. • CHICAGO 1, ILL. • Phone: FRanklin 2-4392
NEW YORK CITY • 16 E. 41st ST. • LExington 2-1791

represented by:

WOOD • Tom J. Corradine Assoc. • HOLlywood 2-4448

SJRGH • Pete Manners • GRant 1-5742

ADA • S. W. Caldwell, Ltd.

26 Half Hours of Enthusiastic Musical Entertainment

Stations that recently
got on the bandwagon:

WRCA-TV	NEW YORK, N.Y.
KNXT-TV	Los Angeles, Cal.
KDKA-TV	Pittsburgh, Pa.
WKRC-TV	Cincinnati, Ohio
WHIO-TV	Dayton, Ohio
WABT	Birmingham, Ala.
KPTV	Portland, Ore.
WMAL-TV	Washington, D.C.
WJAC-TV	Johnstown, Pa.

Happy Eddy Arnold Sponsors include:

Greyhound	Case Farm Machinery
Chevrolet Dealers	First National Bank
Domino Cigarettes	Tampa, Fla.
Martha White Flour	Martin Oil Company
Myzon Feeds	Busch Packing
John Deere Co.	Bavarian Beer
Bowman Biscuit Co.	Bunker Hill Beef
	Wilkins Jewelers

Many Key Markets Still Open

For more facts on "EDDY ARNOLD TIME"
send for audition print, rating story,
and advertiser success story history.

SERVING

half-a-million people

EARNING

A BILLION DOLLARS

in **3** of America's
top **5** Farm Counties

THEIR **ONLY** **VHF** TELEVISION STATION
IS

KERO-TV

CHANNEL **10**

NBC and CBS for
Bakersfield, California

•
GENE DeYOUNG, President
ED URNER, V.P.-Nat'l. Sales Mgr.

• REPRESENTED NATIONALLY BY THE GEORGE P. HOLLINGBERY CO.

ALABAMA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
BIRMINGHAM	WABT	13	320kw	A,N	Blair	May '49	11	5	4	14	1	1	6	6§	2*	M,A,L
	WBRC-TV	6	100kw	CBS	Katz	Jul '49	13	4	—	7	3	3	5	4	2*	A,L
MOBILE	WMSL-TV	23	16kw	N,C	Walker	Jul '54	2	7	8	10	3	½	2	3	2	A,L
MOBILE	WTVY	9	28kw	—	Young; Brown					No data available						
MOBILE	WALA-TV	10	316kw	A,C,N	Headley-Reed	Jan '53	7	5	—	6	5	¼	8	3	2	A
	WKRG-TV	5	100kw	CBS	Avery-Knodel	Sep '55	10	5	—	5	4	1	9	4§	3	M,A,L
MONTGOMERY	WCOV-TV	20	200kw	C,A,D	Raymer	Apr '53	3	8	—	3	2	—	5	2§	1	E
	WSFA-TV	12	316kw†	NBC	Katz	Dec '54	8	8	20	12	—	3	10	3§	2*	L

ARIZONA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
PHOENIX	KVAR	(See PHOENIX)														
PHOENIX	KOOL-TV	10	316kw†	CBS	Hollingbery	Oct '53	x	12	—	6	3	5	4	1	1*	A,L
	KPHO-TV	5	18kw	—	Katz	Dec '49	—	10	8	1	5	1	35	4§	1	A,E,L
	KTVK	3	100kw	ABC	Weed	Feb '55	3	6	5	5	10	½	5	2§	—	A,E,L
	KVAR	12	33kw	NBC	Raymer	Mar '53	7	6	6	7	—	½	12	1	—	M,L
TUCSON	KOPO-TV	13	316kw†	CBS	Hollingbery	Feb '53	—	x	10	4	8	—	12	2§	1	A,E
	KVOA-TV	4	5kw	A,N	Branham	Sep '53	5	5	1	5	3	—	10	2§	1	A,L
YUMA	KIVA	11	29kw	NBC	Raymer	Oct '53	x	x	—	3	3	2	x	2	1*	L

ARKANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
COLUMBIA	KRBB	10	24kw	NBC	Pearson	Nov '55	4	4	2	6	3	—	7	2§	1	A,E,L
SMITH	KFSA-TV	22	265kw†	All	Pearson	Jul '53	5	6	—	9	4	¼	8	2§	1	A,L
LITTLE ROCK	KARK-TV	4	100kw	NBC	Petry	Apr '54	10	5	—	9	10	1	14	4§	1	A,E,L
	KATV	7	316kw†	C,A	Avery-Knodel	Dec '53	9	4	—	5	3	3	24	2§	1*	L
	KTHV	11	316kw	A,C	Branham	Nov '55	x	x	—	3	3	—	—	2§	2	—
	KATV	(See LITTLE ROCK)														
BLUFF	KATV	(See LITTLE ROCK)														
ARKANSAS	KCMC-TV	6	100kw	C,A	V,R&McC	Aug '53	9	6	3	9	3	1	7	3§	1	A

CALIFORNIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
SACRAMENTO	KBAK-TV	29	20kw	ABC	Weed	Aug '53	x	x	—	5	—	—	8	2	—	M,A,L
	KERO-TV	10	31kw	N,C	Hollingbery	Sep '53	6	7	—	3	3	1	9	3	2	A,L
STOCKTON	KHSL-TV	12	63kw	C,N	Avery-Knodel	Aug '53	x	x	—	1	3	2	x	x	2	L
YUBA	KIEM-TV	3	100kw†	All	Hog-Blair	Oct '53	4	7	—	3	5	¼	14	2	—	A,L
SACRAMENTO	KJEO-TV	47	440kw	A,C	Branham	Oct '53	5	10	—	10	5	2	9	4	1*	M,A,E,L
	KMJ-TV	24	447kw	NBC	Raymer	Jun '53	8	6	—	12	4	1	15	2§	—	A,L
	KVVC	27	175kw	—	Young	Nov '53	—	7	—	—	5	¼	18	1§	1	A,E
LOS ANGELES	KABC-TV	7	165kw	ABC	Petry	Sep '49	5	7	8	6	—	—	15	3	1	M,A,L
	KCOP	13	170kw	—	Weed	Sep '47	—	3	—	—	x	—	6	2§	—	M,A,E,L
	KHJ-TV	9	162kw	—	H-R	Aug '48	—	12	9	5	6	—	12	2	1*	A,E,L
	KNXT	2	47kw	CBS	CBS TV Spot	May '48	12	6	½	5	10	—	17	2§	1*	M,A,L
	KRCA	4	47kw	NBC	NBC Spot	Jan '49	12	7	—	3	—	½	x	4§	2	M,A
	KTLA	5	50kw†	—	Raymer	Jan '47	—	10	—	9	5	—	5	3§	4*	M,A,E,L
	KTTV	11	165kw	—	Blair	Jan '49	—	21	—	14	—	—	67	2§	—	L

television
symbols

stations share time
† full licensed power; symbol
indicates that station is not yet
using it fully
• indicates that station covers
local sports events

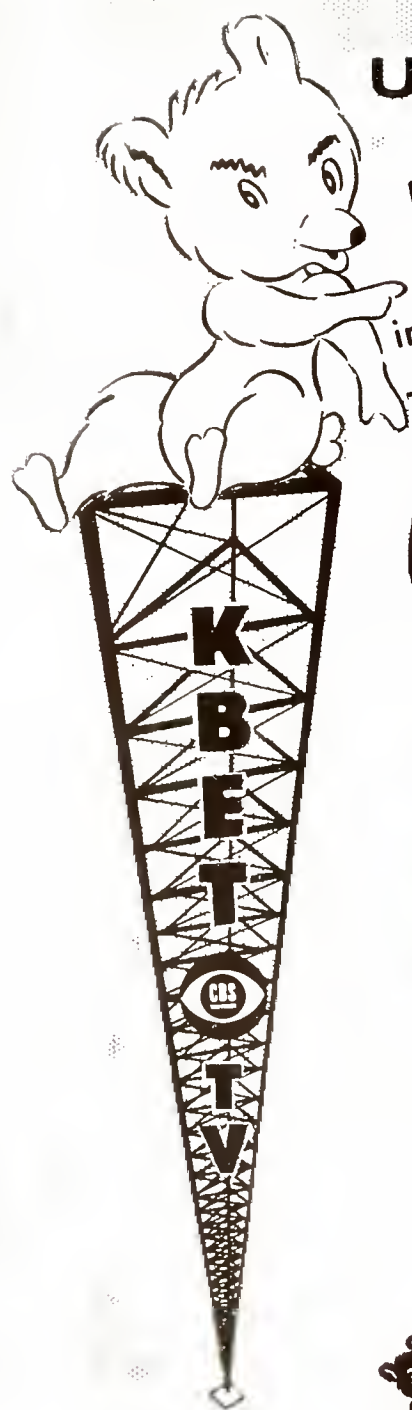
§ indicates that station has local
film newsreel
X—category claimed, but figure
unspecified
— category unclaimed
M, A, E, L—morning, afternoon,

evening, late evening feature
films
ABC or A—American
Broadcasting Co.
CBS or C—Columbia
Broadcasting System

DuM or D—DuMont
Television Network
NBC or N—National
Broadcasting Co.

CALIFORNIA (continued)

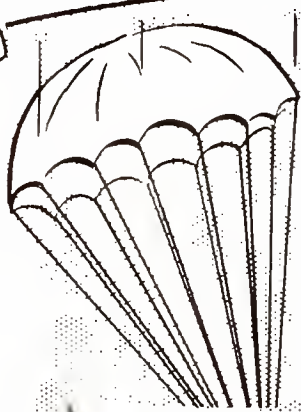
City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Fea- ture
SACRAMENTO	KBET-TV	10	316kw	CBS	H-R	Mar '55	10	4	7	9	4	2	9	5\$	---	M, F
	KCCC-TV	10	200kw	ABC	Weed	Sep '53	3	12	6	3	8	3	17	1	---	M, F
	KCRA-TV	3	100kw	NBC	Petry	Sep '55	11	7	6	5	5	2	4	5\$	1	A, E
SALINAS	KSBN-TV	8	12kw	A, C, N	H-R	Sep '53	4	3		3	3	---	18	2\$	1	A, L
SAN DIEGO	KFMB-TV	8	316kw	A, C	Petry	May '49	13	2	3		1	1	11	4\$	x	A, L
	KFSD-TV	10	316kw	NBC	Katz	Sep '53	10	6		3	8	---	8	4	1*	A, E
(Licensed in Tijuana, Mex.)	XETV	6	38kw		Weed	Feb '53		9		10	---	---	13	1	x*	M, F
SAN FRANCISCO	KGO-TV	7	316kw	ABC	Petry	May '49	4	8		7	---	---	11	2	2	M, F
	KPIX	5	100kw	CBS	Katz	Dec '48	9	8	2	7	3	1/2	16	4\$	---	A, E
	KRON-TV	4	100kw	NBC	Free & Peters	Nov '49	12	5	8	10	9	---	16	2	---	A, L
	KSAN-TV	32	200kw	---	Stars National	Apr '53		6		5	---	---	10	1	1*	E, L
SAN JOSE	KNTV	11	20kw		Bolling	Sep '55		8	1/2	17	3	---	17	---	---	A, L
SAN LUIS OBISPO	KVEC-TV	6	16kw	A, C	Grant	May '53	4	5			1/2	---	6	2\$	1	E, L
SANTA BARBARA	KEY-TV	3	50kw	A, C, N	Hollingbery	Jul '53	x	x		3		---	3	2\$	2	A, L
STOCKTON	KOVR	13	138kw		Blair	Sep '54	1/2	7				---	10	2\$	2*	A, L
TULARE	KVVC			(See FRESNO)												



USE the

TOP STATION

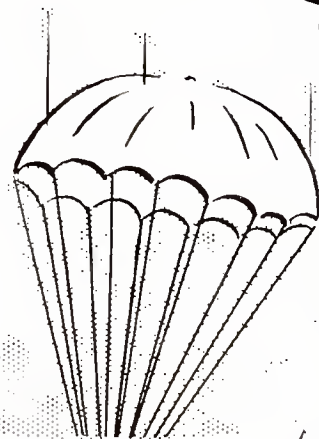
in California's Central Valley!



16 out of
top 20
shows!

(Of remaining 4, Station "B"
has 3, Station "C" has 1)

*ARB CENTRAL VALLEY SURVEY,
Nov. 1955



More $\frac{1}{4}$
hour
"Firsts"

than ALL OTHER STATIONS
COMBINED in the 98 weekly
quarter-hour periods between
7:00 p.m. and 10:30 p.m!



KBET-TV
Sacramento, Calif.

CHANNEL
10

Call
H-R TELEVISION Inc.
for latest avail

COLORADO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
COLORADO SP'NGS	KKTU	11	316kw†	C,A	Bolling	Dec '52	5	6		3	5	1/4	6	1	—	A,L
	KRDO-TV	13	11kw	NBC	Avery-Knodel	Oct '53	x	x		7	3	x	x	1	1	L
DEVER	KBTU	9	282kw	ABC	Free & Peters	Oct '52	x	x	1	7	3		11	2§	—	A,L
	KLZ-TV	7	316kw	CBS	Katz	Nov '54	10	6		10	7	1	15	3§	1•	L
	KOA-TV	4	100kw	NBC	NBC Spot	Dec '53	10	6	8	2	x		12	2	1•	A,L
	KTVR	2	100kw	—	Hoag-Blair	Jul '52	x	10	5	1			11		—	A,E,L
GRAND JUNCTION	KFXJ-TV	5	1kw	N,A,C	Holman	May '54	3	5	1/2	1		1/4	7	1§	1•	L
DURANGO	KCSJ-TV	5	100kw†	NBC	Pearson	Jul '53	7	4	5	6		1	9	2§	1	A,E,L
	KATV	(See COLORADO SP'NGS)														

CONNECTICUT

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
BRIDGEPORT	WICC-TV	43	182kw	ABC	Young	Apr '53	x	x			3		x	5	1	E
HARTFORD	WGTH-TV	18	187kw	A,C	H-R	Sep '54	11	4		20	1/2		12	1§		A,E,L
	WKNB-TV	30	210kw	NBC	Bolling	Feb '53	11	7	3	6	6		5	11§	1	M,E,L
	WNHC-TV	(See NEW HAVEN)														
NEW BRITAIN	WKNB-TV	(See HARTFORD)														
NEW HAVEN	WNHC-TV	8	316kw	A,C	Katz	Jun '48	x	x		1	1		25	8§	5	A,L
STURBRURY	WATR-TV	53	245kw†	ABC	Burke-Stuart	Sep '53										No data available

DELAWARE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
WILMINGTON	WPFH	12	316kw	DuM	Meeker	Jun '49										No data available

DISTRICT OF COLUMBIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
WASHINGTON	WMAL-TV	7	252kw	ABC	Katz	Oct '47										No data available
	WRC-TV	4	100kw	NBC	NBC Spot	Jun '47	11	8		14	3	1/4	7	7	2•	A,E
	WTOP-TV	9	316kw	CBS	CBS TV Spot	Jan '49	12	6		10	8		20	5§	1•	E,L
	WTTG	5	18kw	DuM	H-R	Jan '47	x	x		7	2		10	3§	2•	A,E,L

FLORIDA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
DAUDERDALE	WITV	17	536kw	A,D	Forjoe	Nov '53	3	5	1/2		x		3	2§	2•	E,L
DAYTON	WINK-TV	11	12kw	A,C	McGillvra	Mar '54										No data available
DAVENSVILLE	WJHP-TV	36	276kw	A,N,D	Perry	Dec '53										No data available
	WMBR-TV	4	100kw	A,C	CBS TV Spot	Oct '49	x	x		2	5	1	11	3§	1	A,L
DAI	WGBS-TV	23	186kw	NBC	Katz	May '53	x	x			3			3	1	A,L
	WITV	(See MIAMI)														
	WTVJ	4	100kw	CBS	Free & Peters	Mar '49	x	x		3	5	1/4	10	3§	1•	M,L
DAVENS	WDBO-TV	6	100kw	C,A,N	Blair	Jul '54	8	5		3		1/4	9	10	2	L
DAVENS CITY	WJDM-TV	7	11kw	N,A,C	Hollingbery	Dec. '53										No data available
DAVENS	WEAR-TV	3	55kw	A,C,D	Hollingbery	Jan '54	2	9		8	5	1/2	10	3§	1•	A,L
	WPFA-TV	15	21kw	—	McGillvra	Oct '53										No data available
DAVENS	WSUN-TV	(See TAMPA)														
DAVENS	WCTV	(See THOMASVILLE, GA.)														
DAVENS	WFLA-TV	8	316kw	NBC	Blair	Feb '55	x	x		4	8	3		7§	3	A,L
	WSUN-TV	38	257kw	ABC	Weed	May '53	6	9		11	10		12	2§	2	M,A,L
	WTVT	13	316kw	CBS	Avery-Knodel	Apr '55	12	5	5	3	4		4	3§	1	L
DAVENS	WEAT-TV	12	112kw	ABC	H-R	Jan '55	x	x	2	1			5	3§	1	A,L
	WIRK-TV	21	20kw	—	Cooke	Sep '53		x		x	x			1	—	L
	WJNO-TV	5	100kw	NBC	V,R&McC	Aug '54	9	6	6	6	11		4	5§	2	A,E

GEORGIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feat. film
ALBANY	WALB-TV	10	112kw	N,A,D	V,R&McC	Apr '54	3	8	---	3	10	---	8	3	1	A,E
ATLANTA	WAGA-TV	5	100kw	CBS	Katz	Mar '49	9	6	---	7	5	1	13	4§	1	
	WLW-A	11	316kw†	ABC	Crosley; NBC	Sep '51	4	12	10	26	3	1	7	4§	1*	A,L
	WSB-TV	2	100kw	NBC	Petry	Sep '48	12	5	2	6	1	---	7	8§	1*	A,L
AUGUSTA	WJBF	6	100kw	N,A	Hollingbery	Nov '53	13	3	8	6	6	1	---	2	---	M,I
	WRDW-TV	12	102kw	CBS	Headley-Reed	Feb '54	6	7	---	9	1½	---	3	3	1	A,L
COLUMBUS	WDAK-TV	28	204kw	N,A,D	Headley-Reed	Oct '53	x	7	2	5	3	2	15	2§	---	M,A
	WRBL-TV	4	100kw	C,A	Hollingbery	Nov '53	8	7	---	5	3	½	5	4§	1	M,A
MACON	WMAZ-TV	13	252kw	C,A,D	Avery-Knodel	Sep '53										
ROME	WROM-TV	9	32kw	---	McGillvra	Jun '53										
SAVANNAH	WSAV-TV	3	33kw	NBC	Blair	Jan '56	11	5	3	8	6	2	6	6§	2	M,A
	WTOG-TV	11	208kw	A,C	Avery-Knodel	Feb '54										
THOMASVILLE	WCTV	6	100kw	A,C,N	Meek; Cumm	Sep '55	2	7	1	7	---	---	14	2	2*	A,L

IDAHO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feat. film
BOISE	KBOI-TV	2	14kw	CBS	Free & Peters	Nov '53	5	7	---	14	5	1	16	3§	---	A,E
	KIDO-TV	7	53kw	N,A	Hoag-Blair	Jul '53	x	x	---	10	1	¼	18	2	---	A,I
IDAHO FALLS	KID-TV	3	100kw	C,A,N	Gill-Perna	Dec '53	x	x	1	2	---	---	14	2	---	A,I
LEWISTON	KLEW-TV	3	100kw†	C,N,A	Weed	Dec '55	6	1	---	---	---	---	---	3	---	
TWIN FALLS	KLIX-TV	11	32kw	C,A	Gill-Perna	Jun '55	5	7	2	8	3	1	---	2§	1	A,I

ILLINOIS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feat. film
BLOOMINGTON	WBLN-TV	15	16kw	ABC	McGillvra	Dec '53										
CHAMPAIGN	WCIA	3	100kw	C,N	Hollingbery	Nov '53	9	5	---	10	3	4	12	4§	2*	L
CHICAGO	WBBM-TV	2	100kw†	CBS	CBS TV Spot	Sep '46	x	x	4	8	1	1	13	7§	1*	M
	WBKB	7	316kw	ABC	Blair	Sep '48	3	13	5	12	5	---	17	6	---	M,L
	WGN-TV	9	316kw†	---	Hollingbery	Apr '48	---	13	---	19	4	---	8	7§	1*	A,L
	WNBQ	5	100kw	NBC	NBC Spot	Oct '48	10	8	---	8	7	2	5	10	2*	L
DANVILLE	WDAN-TV	24	19kw	ABC	Everett-McK	Dec '53	x	x	---	2	x	---	3	2	x	L
DECATUR	WTVP	17	213kw	ABC	Bolling	Aug '53	3	7	---	6	5	5	9	5§	2	A
HARRISBURG	WSIL-TV	22	14kw	ABC	Walker	Dec '53	2	6	---	4	3	1	11	2	x*	L
MOLINE	WHBF-TV	(See ROCK ISLAND)														
	WOC-TV	(See DAVENPORT, IOWA)														
PEORIA	WEEK-TV	43	175kw	NBC	Headley-Reed	Feb '53	x	x	---	x	x	x	x	2	2	A
	WTVH	19	191kw†	C,A	Petry	Aug '53	12	6	5	3	5	½	5	2§	2	L
QUINCY	KHQA-TV	(See HANNIBAL, MO.)														
	WGEM-TV	10	316kw†	A,N	Avery-Knodel	Sep '53	10	7	1	6	6	2	14	3	2	A
ROCKFORD	WREX-TV	13	47kw	C,A	H-R	Oct '53	9	3	---	10	3	1	10	4§	2	L
	WTVO	39	20kw	NBC	Headley-Reed	May '53	x	x	---	3	x	x	x	2	2	L
ROCK ISLAND	WHBF-TV	4	100kw	C,A	Avery-Knodel	Jul '50	11	2	---	5	2	1	5	4§	---	
	WOC-TV	(See DAVENPORT, IOWA)														
SPRINGFIELD	WICS	20	18kw	N,A	Young	Sep '53	8	5	1	8	4	3	15	4§	3*	L
URBANA	WCIA	(See CHAMPAIGN)														

INDIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		status
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	
BLOOMINGTON	WTTV	(See INDIANAPOLIS)														
ELKHART	WSJV-TV	52	250kw	ABC	II-R	Mar '54	3	4	5	5	3	3	5	3§	3	A
EVANSVILLE	WEHT	50	16kw†	CBS	Meeker	Sep '53	8	4		8	5		5	2	2•	A
	WFIE-TV	62	155kw	N,A	V.R&McC	Nov '53	x	x	1/2	8	5	1	2	2	1	L
FT. WAYNE	WIN-T	15	237kw	C,A	H-R	Sep '54	6	7		6	5		6	2	2	A
	WKJG-TV	33	270kw	NBC	Raymer	Nov '53	9	7		10		1	15	4§	2•	A

SYMBOLS:

stations share time

† licensed power (given) not used
M,A,E,L—morn, aft, eve, late§ local film newsreel
* local sports covered--- category unaimed
x figure unspr fied

INDIANA (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS						NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Feature films	
INDIANAPOLIS	WFBM-TV	6	100kw	NBC	Katz	May '49	10	5	4	10	x	3	4\$	5*	M,A,L	
	WISH-TV	8	316kw	CBS	Bolling	Jul '54	x	x	1	5	1	2	10	3\$*	M,A,E,L	
	WTTV	4	100kw	D,N	Meeker	Nov '49					No data available						
AFYETTE	WFAM-TV	59	240kw	C,N	Rambeau	Jun '53	3	5		2		2	3\$	2*	A,L	
ELICIE	WLBC-TV	49	17kw	All	Walker; Holman	Apr '53					No data available						
SOUTH BEND	WNDU-TV	46	187kw†	NBC	Meeker	Jul '55	x	x		6	x	8	4\$	2*	M,A,E,L	
	WSBT-TV	34	204kw	CBS	Raymer	Dec '52	10	5	7	3	1	17	5\$	2*	A,L	
	WSJV-TV	(See SOUTH BEND)															
ER: HAUTE	WTHI-TV	10	316kw	C,A,N	Bolling	Jul '54	x	x	1		19	2\$	1	M,A,L	
A'ARLOO	WIN-T	(See FT. WAYNE)															

IOWA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS						NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films	
CEDAR RAPIDS	WOI-TV	(See DES MOINES)															
	KCRG-TV	9	316kw	ABC	Hoag-Blair	Oct '53	4	4		5	3	1/4	5	2\$	1*	L	
	KWWL-TV	(See CEDAR RAPIDS)															
EVANSTON	WMT-TV	2	100kw	CBS	Katz	Sep '53	11	3	1/2	4	3	1	14	3\$	1	M,A,L	
	WHBF-TV	(See ROCK ISLAND, ILL.)															
	WOC-TV	6	100kw	NBC	Free & Peters	Oct '49	4	4	1	7	5	1	4	3\$	2*	A,L	
DES MOINES	KRNT-TV	8	316kw	CBS	Katz	Jul '55	11	6		5	3	1/2		3\$	2*		
	WHO-TV	13	316kw	NBC	Free & Peters	Apr '54	10	4	1/2	6	3	3	13	3	1	A,L	
	WOI-TV	5	100kw	ABC	Weed	Feb '50	7	4		4	10	5	2	3\$	1*	A,L	
FOR DODGE	KQTV	21	214kw	NBC	Pearson	Nov '53	2	6		7	5	1/2	4	2\$	2*	E,L	
GRAND RAPIDS	KGLO-TV	3	100kw	C,D	Weed	May '54	3	6		5	3	2	12	2	2	E,L	
GRAND RAPIDS	KTVO	3	100kw	CBS	Bolling	Nov '55	8	2	3	8	3	2	10	2\$	1	A,E,L	

(NOLS: { # stations share time † licensed power (given) not used
M,A,E,L—morn, aft, eve, late

§ local film newsreel
• local sports covered

--- category unclaimed
x figure unspecified

Come now!

38 out of the first 40 top shows in Fort Wayne?

YES!! AND MORE

22 of 25 TOP-RATED SPOT FILM SHOWS

19 of 20 TOP-RATED MULTI-WEEKLY SHOWS *

IN THE FORT WAYNE AREA ARE SEEN ON
WKJG-TV...CHANNEL 33



CALL US OR CALL RAYMER TODAY TO GET YOUR SHARE OF THIS TREMENDOUS SALES POTENTIAL



We're used to the "Raised eyebrow treatment" but ...

It doesn't bother us a bit when we can present Figures like these

* Taken from the ARB Survey for November 13-19, 1955

IOWA (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info
SIOUX CITY	KTIV	4	100kw	NBC	Hollingbery	Oct '54	8	8		6	3	2	3	3§	2
	KVTV	9	316kw	A,C	Katz	Mar '53	9	6		19	4	2	7	6§	1•
WATERLOO	KCRG-TV	(See CEDAR RAPIDS)													
	KWWL-TV	7	316kw	NBC	Avery-Knodel	Nov '53	18	3	10	6	3	3	7	3§	3•
	WMT-TV	(See CEDAR RAPIDS)													

KANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info
GREAT BEND	KCKT-TV	2	100kw	NBC	Bolling	Nov '54	5	6		2	1/4	1/4	18	2	
HUTCHINSON	KTVH	(See WICHITA)													
PITTSBURG	KOAM-TV	7	245kw	N,A,D	Katz	Dec '53	8	7		4		2	4	4	2
TOPEKA	WIBW-TV	13	89kw†	C,A	Capper	Nov '53	8	8		9	4	2	10	6§	2
WICHITA	KAKE-TV	10	316kw	ABC	Katz	Oct '54	3	7		8	3		1	2§	1
	KARD-TV	3	100kw	NBC May 1	Petry	Sep '55		8				1/2	9	2§	2
	KEDD	16	245kw	NBC	Young	Aug '53	12	5	8	3			8	1	
	KTVH	12	240kw	CBS	H-R	Jul '53	11	3	13	5	3	1		1	1•

KENTUCKY

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	F
HENDERSON	WEHT	(See EVANSVILLE, IND.)														
LEXINGTON	WLEX-TV	18	200kw†		Forjoe	Mar '55		x		x	3	1/2	x	2	2	L
LOUISVILLE	WAVE-TV	3	100kw	NBC	NBC Spot	Nov '48	12	5	1/2	7	5	1	9	10	1•	A
	WHAS-TV	11	316kw	CBS	H,R&P	Mar '50					No data available					

LOUISIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info
ALEXANDRIA	KALB-TV	5	28kw	All	Weed	Sep '54	x	x		7			13	2§	2
BATON ROUGE	WAFB-TV	28	200kw†	A,C,D	Young	Apr '53	10	8	1/2	3	3		9	4§	1
	WBRZ	2	100kw	N,A	Hollingbery	Apr '55	8	9		3	3	1/2	10	3§	1
LAFAYETTE	KLFY-TV	10	53kw	CBS	V,R&McC	Jun '55	x	x	1/2	2			14	2§	1
LAKE CHARLES	KPLC-TV	7	53kw	N,A	Weed	Sep '54	3	4		5	2		8	2§	2•
	KTAG-TV	25	21kw	CBS	Young	Nov '53	3	5		1	1/2		9	1§	1
MONROE	KNOE-TV	8	316kw†	C,A,N	H-R	Sep '53	11	3		3	10	2	9	3	1
NEW ORLEANS	WDSU-TV	6	100kw	All	Blair	Dec '48	11	7		2	5	1/2	10	5§	3•
	WJMR-TV	20	100kw	A,C,D	Bolling	Nov '53	10	6		2	8		8	2§	2•
SHREVEPORT	KSLA-TV	12	316kw†	C,A	Raymer	Jan '54	6	6		5	4	1	9	3§	
	KTBS-TV	3	100kw	N,A	Petry	Sep '55	8	5	4	1	8	4	8	3§	2•

MAINE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info
BANGOR	WABI-TV	5	30kw	A,D,N	Hollingbery	Jan '53	10	8		3	4	1	10	3§	x•
	W-TWO	2	11kw	CBS	V,R&McC	Sep '54	x	10		3	3		4	4	1•
POLAND SPRING	WMTW	8	105kw	C,A	H,R&P	Aug '54									
PORTLAND	WCSH-TV	6	100kw	NBC	Weed	Dec '53	10	7		3	6	1/2	6	2§	1
	WGAN-TV	13	316kw	CBS	Avery-Knodel	May '54	x	x		8	2		3	3§	1

SYMBOLS: { # stations share time

† licensed power (given) not used
M,A,E,L—morn, aft, eve, late

§ local film newsreel
• local sports covered

..... category unspecified
x figure unspecified

MARYLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
BALTIMORE	WAAM	13	316kw	ABC	H.R.&P	Nov '48	1	11		8	9		9	10	5*	A,E,L
	WBAL-TV	11	316kw	NBC	Petry	Mar '48	x	x		6	5	1/2	12	3\$	1	A,L
	WMAR-TV	2	100kw	CBS	Katz	Oct '47	10	5		8	7	x	6	4\$	2*	A,L
LIBERTY	WBOC-TV	16	151kw†	A,C	Burn-Smith	Jul '54	4	4		1/2	1/2	1	12	5\$	1	E,L

MASSACHUSETTS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
AS	WMGT	(See PITTSFIELD)														
BOSTON	WBZ-TV	4	100kw†	NBC	Free & Peters	Jun '48	x	x		11	1	1	15	11\$	*	A,L
	WNAC-TV	7	316kw†	C,A	H-R	Jun '48	11	8		8	3		21	3\$	1*	L
	WTAO-TV	56	22kw†		Keller	Sep '53		8		1	2		8			A,E,L
PITTSFIELD	WMGT	19	200kw	A,D	Walker	Feb '54	2	6				1/2	7	3\$	1	A,L
SPRINGFIELD	WHYN-TV	55	182kw	CBS	Branham	Apr '53	4	7	10	11	2		14	2		A,E,L
	WWLP	22	200kw	N.A.	Hollingbery	Mar '53	11	7		3	4		6	3	2	M,A,L

MICHIGAN

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
ANN ARBOR	WPAG-TV	20	18kw	DuM	Everett-McK	Apr '53	x	6		3		1/2	8	1	x*	L
BAY CITY	WKNX-TV	(See SAGINAW)														
	WNEM-TV	5	100kw	NBC	Headley-Reed	Feb. '54	x	x		2	3	1/2	15	4\$	6	M,A,L
DELAWARE	WWTN	13	316kw†	C,A	Weed	Jan '54	6	4		5	5	1/2	10	2\$	1	A,L
DETROIT	CKLW-TV	9	325kw	C,D	Young	Sep '54	3	7		10	3		8	2\$		A,E,L
	WJBK-TV	2	100kw	CBS	Katz	Oct '48	x	x		7			4	5\$	1*	M,A,L
	WWJ-TV	4	98kw	NBC	Free & Peters	Mar '47	11	7		7	12	1	18	8\$	1*	A,L
	WXYZ-TV	7	316kw	ABC	Blair	Oct '48	5	12		19	8		17	4	x*	M,A,L
	WJRT	12	316kw	CBS	H,R&P	Fall '56										
	WNEM-TV	(See BAY CITY)														
FLINT RAPIDS	WKZO-TV	(See KALAMAZOO)														
	WOOD-TV	8	316kw	N,A	Katz	Oct '51	10	3	2	8	3	1	11		1	A,L
KALAMAZOO	WKZO-TV	3	100kw	C,A	Avery-Knodel	Jul '50	13	3		5	2	1/2	7	5	1	L
LANSING	WJIM-TV	6	100kw	N,A	Petry	May '50	2	3	x	10	13			x		
	WTOM-TV	54	20kw†	ABC	McGillvra	Oct '53	1	x		5			15	3	1*	A,L
LANSING	WKNX-TV	57	207kw	C,A	Gill-Perna	Apr '53	13	6	3	5	2	1	4	2\$	2*	E,L
	WNEM-TV	(See BAY CITY)														
WARREN CITY	WPBN-TV	7	54kw	NBC	Holman	Sep '54	1	6			1	1/2	14	1	1	E,L

MINNESOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
MINNAPOLIS	KMMT	6	19kw	ABC	Avery-Knodel	Jul '53	4	3	2	5		1		2	1	A,L
ST. LOUIS	KDAL-TV	3	100kw	C,A	Avery-Knodel	Mar '54	x	x		5	2	1/4	6	2\$	1	L
ST. LOUIS, WISC.	WDSM-TV	6	100kw	NBC	Free & Peters	Mar '54	11	4	x	5	3	1/2		2	1*	

† stations share time

† licensed power (given) not used
M,A,E,L—morn, aft, eve, late

\$ local film newsreel
* local sports covered

.... category unclaimed
x figure unspecified

MINNESOTA (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAIL		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Fe at
MINNEAPOLIS- ST. PAUL	KEYD-TV	9	316kw		Avery-Knodel	Jan '55		8			3		10	1\$	2*	E,L
	KSTP-TV	5	100kw	NBC	Petry	Apr '48					No data available					
	WCCO-TV	4	100kw	CBS	Free & Peters	Jul '49	10	x		17	3	2	18	12\$	3*	M,A
	WTCN-TV	11	316kw	ABC	Katz	Sep '53	x	x	3	22		1/2	6	4\$	1*	M,A
ROCHESTER	KROC-TV	10	100kw	NBC	Meeker	Jul '53	8	6		3	3	2	9	3\$	2	E,L

MISSISSIPPI

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAIL		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Fe at
JACKSON	WJTV	12	214kw	C,A	Weed	Jan '53	7	4	3	3		1/2	10	4	x*	L
	WLBT	3	100kw	NBC	Hollingbery	Dec '53	8	6		6	8	3	10	3\$	2*	A,L
MERIDIAN	WTOK-TV	11	316kw†	All	Headley-Reed	Sep '53	8	5		2		1	6	10	1	A

MISSOURI

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAIL		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Fe at
CAPE GIRARDEAU	KFS-TV	12	316kw	CBS	Headley-Reed	Oct '54					No data available					
COLUMB A	KOMU-TV	8	251kw	N,A	H-R	Dec '53	5	5		5	1/4	1	6	2		A,L
HANNIBAL	KHQA-TV	7	316kw	CBS	Weed	Sep '53	10	6	5	8	3	1	11	3\$	1	M,
	WGEM-TV	(See QUINCY, ILL.)														
JEFFERSON CITY	KRCG-TV	13	105kw	CBS	Hoag-Blair	Feb '55	x	x	1		1	1/2	16	1\$		M,
JOPLIN	KOAM-TV	7	245kw	N,A,D	Katz	Dec '53	8	7		4		2	4	4	2	A,F
	KSWM-TV	12	59kw	CBS	V,R&McC	Sep '54	4	6		5			8	3	2*	E
KANSAS CITY	KCMO-TV	5	100kw	CBS	Katz	Sep '53	11	7		14	3		10	8\$	1	A,L
	KMBC-TV	9	316kw	ABC	Free & Peters	Aug '53	6	10	5	12	3		19	4	1*	M,
	WDAF-TV	4	100kw	NBC	H,R&P	Oct '49	12	5		7	3	1/2	9	3	2*	A,L
KIRKSVILLE	KTVO	(See OTTUMWA, IOWA)														
ST. JOSEPH	KFEQ-TV	2	50kw	CBS	Headley-Reed	Sep '53	6	8		7	4	2		4	2*	M,



"My Little Margie"
Rating 13—a full minute (or 20 sec.) participation at a cost-per-thousand homes of only \$1.11*



"Waterfront"
Rating 10—a full minute (or 20 sec.) participation at a cost-per-thousand homes of only \$1.33*



"Texas Rasslin"
Rating 11.7—a full minute (or 20 sec.) participation at a cost-per-thousand homes of only \$1.14*



"Tower Theatre"
Rating 11.3—a full minute (or 20 sec.) participation at a cost-per-thousand homes of only \$1.18*



"Studio 9"
Rating 9.3—a full minute (or 20 sec.) participation at a cost-per-thousand homes of only \$1.43*

ID'S TOO SHORT for your message?

KEYD-TV can give you FULL-LENGTH
"A" TIME MINUTES
at lowest cost per 1,000 homes

You don't have to scrimp your sales story in the great Minneapolis-St. Paul market. Get choice evening full-minute (or 20 sec.) participations in high-audience feature, syndicate and sports films, or news and weather at less than ten second cost on other stations.

*Full Minute (or 20 sec.) at 52 Time Rate
—CPM for ID'S would be approximately
one-half this figure
Ratings shown are from December 1955, Telepulse

KEYD-TV

Represented Nationally by
VERY-KNODEL, Inc.

MINNEAPOLIS • ST. PAUL



Tele-Sell merchandising has provided...

The record of its first full year of operation provides positive proof of the power of WCCO-TV's TELE-SELL Merchandising Plans.

3,401 advertising pieces placed...

This all important tie-in of television advertising impact at the point of purchase included 146 cooperating supermarkets —accounting for 40% of all food business in the Twin City region.

172 retail contacts for specific products...

All TELE-SELL Merchandising activity is performed at no extra cost to advertisers who qualify under one of the three WCCO-TV TELE-SELL Merchandising Plans.

192 feature displays in 146 super markets

The same proven sales assistance is ready to give your product a sales boost in the Minneapolis-St. Paul market . . . eighth largest in the United States in retail sales.

all this in just one year of operation...

WCCO-TV

Channel 4

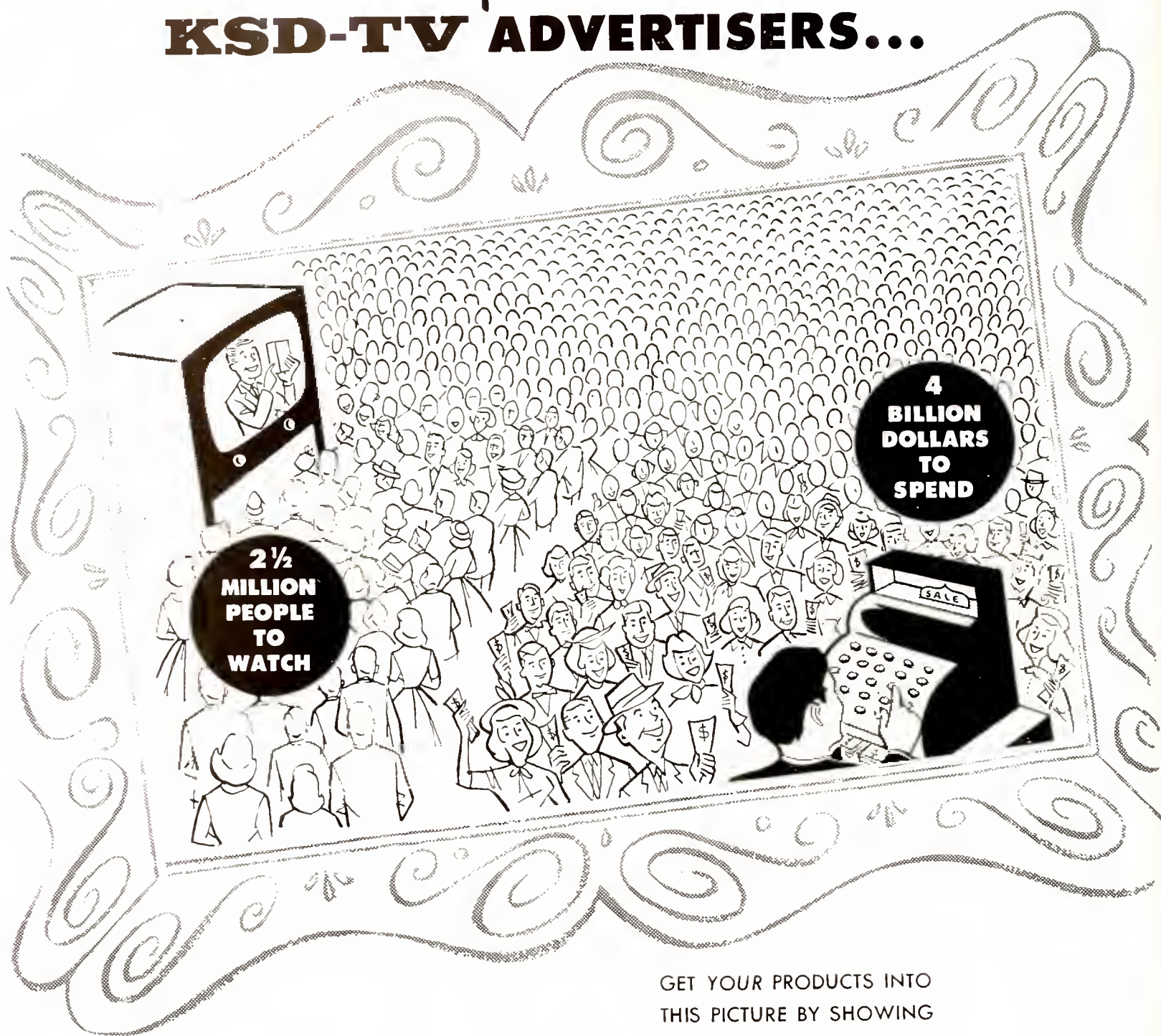
Minneapolis • St. Paul

CBS Television in the Northwest

For further details call Free and Peters or Don Gillies at WCCO-TV



here is "the picture" **FOR**
KSD-TV ADVERTISERS...



GET YOUR PRODUCTS INTO
THIS PICTURE BY SHOWING
THEM TO THE SPENDERS
WHO WATCH

KSD-TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION

first **IN ST. LOUIS**

MAXIMUM POWER...100,000 WATTS ON VHF CHANNEL 5

NBC NETWORK • National Advertising Representative: NBC SPOT SALES

MISSOURI (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports info	Feature films
ST. LOUIS	KSD-TV	5	100kw	N.A.C.	NBC Spot	Feb '47	11	6	5	6	3		3	8½	1*	L
	KTVI	36	417kw	C.A.	Weed	Aug '53	2	6		3			8	2	1	E,L
	KWK-TV	4	100kw	CBS	Katz	Jul '54										
ST. LOUIS	KDRO-TV	6	16kw		Pearson	Jul '54										
SPRINGFIELD	KTTS-TV	10	316kw	CBS	Weed	Mar '53	6	6	1	10	3		10	3	1	L
	KYTV	3	100kw	N.A.	Hollingbery	Oct '53										

MONTANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports info	Feature films
BOZEMAN	KOOK-TV	2	18kw	All	Headley-Reed	Nov '53	x	x		6	5		x	1	1	A,L
BOZEMAN	KXLF-TV	6	2kw	A.N.	Walker	Aug '53	x	x		3	6	2	35			A,L
HELENA	KFBB-TV	5	25kw	C.A.N.	Hoag-Blair	Mar '54	4	8	½	2	3	3	14	1	2	
MISSOULA	KGVO-TV	13	60kw+	C.A.	Gill-Perna	Jul '54	3	3	5	5	¼	¼	7	1	1	A,L

NEBRASKA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports info	Feature films
OMAHA	KHAS-TV	5	100kw	NBC	Weed	Jan '56	6	8		5	3		9	2	2	L
LINCOLN	KHPL-TV	6	28kw	A.C.	Meeker											
LINCOLN	KHOL-TV	13	204kw	C.A.	Meeker	Dec '53	3	6		9	5	2	6	4	2	A,L
LINCOLN	KOLN-TV	10	316kw	C.A.	Avery-Knodel	Feb '53	5	7	1	8	5	1		3	2	A,L
OMAHA	KMTV	3	100kw	A.N.	Petry	Sep '49	10	5	3	6	11	1	8	6½	1*	L
OMAHA	WOW-TV	6	100kw	CBS	Blair	Aug '49	10	6		12	11	2	14	8	1*	A,L
NEBRASKA BLUFF	KSTF	10	13kw	All	Hollingbery											

NEVADA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports info	Feature films
LAS VEGAS	KLRJ-TV	(See LAS VEGAS)														
LAS VEGAS	KLAS-TV	8	27kw	CBS	Weed	Jul '53	1	8		3	4		15	2	1	A,L
LAS VEGAS	KLRJ-TV	2	12kw	A.N.	Pearson	Jan '55	4	4		1	13		20	1	1	L
LAS VEGAS	KZTV	8	20kw+	C.A.N.	Pearson	Sep '53	4	4	2	1			40	2½	1	

NEW HAMPSHIRE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports info	Feature films
MANCHESTER	WMUR-TV	9	112kw	ABC	Weed	Mar '54	x	x		6	3		8	5½	2*	A,L
WASHINGTON	WMTW	8	105kw	C.A.	H.R.&P	Aug '54										

NEW JERSEY

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports info	Feature films
NEW YORK	WATV	(See NEW YORK, N. Y.)														

KGVO

CBS - ABC TV

- NEWS
- LOCALS
- VARIETY
- FEATURES
- WESTERNS

WRITE ART MOSBY, BOX 1470

Missoula, Montana

*you'll be with top shows when you buy the only single
medium that sells all the rich 9-county market of*

Western Montana: here they are—

Flash!

Via Cable, KGVO-TV now sells
Helena, Montana's Capital, in
addition to its normal captive
market . . . there is no extra cost.

Disneyland, MGM Parade, GE Theater, Rin
Tin Tin, Private Secretary, Bob Crosby, Sci-
ence Fiction Theater, Arthur Godfrey Time,
Ford Theater, You'll Never Get Rich, I Love
Lucy, Life of Riley, Badge 714, Bishop Sheen,
Talent Scout, Mobile Theater, The Honey-
mooners, It's Always Jan, Gun Smoke,
Damon Runyon, and many, many others.

44,676 families spend more than
\$160,000,000.00
annually.



University City
Rich Lumbering and
Agricultural Area

GILL-PERNA, reps.

167 Mountainous Miles from Spokane

NEW MEXICO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par-teptn	Chil-dren's	Home-makers	Farm	Syn. Film	News	Sports Info	Feat. film
ALBUQUERQUE	KGCM-TV	13	89kw†	CBS	Weed	Oct '53	8	5		2	1		6	2§	1	L
	KOAT-TV	7	26kw	ABC	Hollingbery	Oct '53	2	7	1	14	10		19	1	1•	A,L
	KOB-TV	4	12kw	NBC	Branham	Nov '48	5	5		7	3		16	1§	1•	A,L
ROSWELL	KSWs-TV	8	316kw†	A,C,N	Meeker	Jun '53	x	x	1	3	7	2		4	2	

NEW YORK

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports info	Feat. film
ALBANY	WRGB	(See SCHENECTADY)														
	WROW-TV	41	269kw	A,C	H,R&P	Oct '53	6	5		8	9		1	3§	—	M
BINGHAMTON	WNBF-TV	12	166kw	C,A,N	Blair	Dec '49	x	x	3	3	4			5	2	L
BUFFALO	WBEN-TV	4	51kw	CBS	H,R&P	May '48	x	x			5	—	—	4	2	—
	WBUF-TV	17	250kw	All	H-R	Aug '53	3	1					3	x	—	X
	WGR-TV	2	100kw	N,A,C	Free & Peters	Aug '54	15	2		¼	3	—	10	2§	2	A,I
CARTHAGE	WCNY-TV	7	174kw	C,A	Weed	Oct '54	4	4		5	1	¼	3	5§	2	A,F
KINGSTON	WKNY-TV	66	24kw†	All	Meeker	May '54	4	2		5	—	—	2	2§	1	E
NEW YORK	WABC-TV	7	110kw	ABC	Weed	Aug '48	6	10	—	21	4		6	2§	—	A,I
	WABD	5	17kw	DuM	Avery-Knodel	May '44	2	10		9	10	—	11	3	1•	A,I
	WATV	13	316kw	—	Forjoe	May '48		14	—	9	x	—	—	1	—•	A,I
	WCBS-TV	2	42kw	CBS	CBS TV Spot	Jul '41	13	—		4	x		1	6§	2	A,I
	WOR-TV	9	131kw	—	H-R (W. Coast)	Oct '49		12		4	—	—	4	2	1•	A,I
	WPIX	11	100kw	—	Free & Peters	Jun '48		12		12	5	—	36	3§	x•	A,I
	WRCA-TV	4	26kw	NBC	NBC Spot	Jul '41	12	6	6	13	13	1	7	7§	1•	A,I
PLATTSBURG	WIRI	5	20kw	N,A	McGillvra	Dec '54	8	6		3	10	1	11	18	6	M,
ROCHESTER	WHAM-TV	5	100kw	NBC	Hollingbery	Jul '49	11	7		8	3	½	15	2§	1•	M,
	WHEC-TV#	10	124kw	C,A	Everett-McK	Nov '53	x	x		½	1	—	4	x§	—	A,I
	WVET-TV#	10	124kw	C,A	Bolling	Nov '53	5	3	—	1	1	—	3	3§	—	E,I
SCHENECTADY	WRGB	6	93kw	All	NBC Spot	Feb '42	10	8		4	5	¼		1	—	—
SYRACUSE	WHEN-TV	8	190kw	C,A,D	Katz	Dec '48	17	3		8	5	2	6	3§	2•	A,I
	WSYR-TV	3	100kw	NBC	H,R&P	Feb '50	13	4	2	2	5		8	3§	1	M,
UTICA	WKTU	13	187kw	All	Cooke	Dec '49	15	4		1	3	1		2§	2	L
WATERTOWN	WCNY-TV	(See CARTHAGE)														

NORTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DA		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Fe t
ASHEVILLE	WISE-TV	62	26kw	N,C	Bolling	Aug '53					No data available					
	WLOS-TV	13	170kw	ABC	V,R&McC	Sep '54	4	8	8	10	3	3	10	4§	—	A,
CHARLOTTE	WBTV	3	100kw	C,A,N	CBS TV Spot	Jul '49	x	x	2	1	3	—	11	7§	2•	M
DURHAM	WTVD	11	316kw	A,N	Petry	Sep '54	x	x	9	4	17	3	9	7§	7	M L
FAYETTEVILLE	WFLB-TV	18	13kw	C,N	Young	Aug '55					No data available					
GREENSBORO	WFMY-TV	2	100kw	C,A	H,R&P	Sep '49	10	7	2	6	4	1	9	5§	1	A,
GREENVILLE	WNCT	9	316kw	C,A	Pearson	Dec '53	x	x	3	11	—	2	9	4§	2	A,
RALEIGH	WNAO-TV	28	182kw	C,A	Avery-Knodel	Jul '53					No data available					
	WTVD	(See DURHAM)														
WASHINGTON	WITN	7	316kw	NBC	Headley-Reed	Sep '55	4	6		5	5	—	5	2§	1	E,
WILMINGTON	WMFD-TV	6	100kw†	N,A,C	Weed	Apr '54	7	2		4	3	—	6	2§	—	L
WINSTON-SALEM	WSJS-TV	12	316kw	NBC	Headley-Reed	Sep '53	14	4	7	7	6	1	7	5§	1	A,L
	WTOB-TV	26	172kw†	ABC	R&McC	Sep '53					No data available					

NORTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAY		Station
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports info	
BISMARCK	KBMB-TV	12	39kw	CBS	Weed	Nov '55	3	6		6		1	4	2	2•	E
	KFYR-TV	5	100kw	N,A,C	Hoag-Blair	Dec '53					No data available					
FARGO	KXJB-TV	(See VALLEY CITY)														
	WDAY-TV	6	66kw	N,A	Free & Peters	Jun '53	5	7		4		1		4§	2	M,E
GRAND FORKS	KNOX-TV	10	3kw			Nov '55					No data available					
MINOT	KCJB-TV	13	30kw†	C,N,A	Weed	Apr '53	3	8		1	2	1	3	2	2•	A,L
VALLEY CITY	KXJB-TV	4	100kw	CBS	Weed	Aug '54	x	x	5	8	3	3	6	3§	3•	L

OHIO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
KRN	WAKR-TV	49	213kw	ABC	Weed	Jul '53	x	x		3	3	—	2	3	3*	A,L
SHABULA	WICA-TV	15	20kw	—	—	Sep '53	—	4		1	1	2	2	2	2	E
NINNATI	WCPO-TV	9	316kw	ABC	Blair	Jul '49	x	x	20	22	x	1/2	4	2	1	A,E,L
	WKRC-TV	12	316kw	CBS	Katz	Apr '49	12	6		5			7	6§	—	E,L
	WLW-T	5	100kw	NBC	Crosley	Feb '48	12	6		8	15	—	10	3§	x*	A,E,L
ELAND	KYW-TV	3	100kw	NBC	Free & Peters	Oct '48	x	x		1/2	5		11	7§	2*	M,A,L
	WEWS	5	93kw	ABC	Blair	Dec '47	x	x	1		10		9	4§	1*	A,L
	WXEL	8	316kw	CBS	Katz	Dec '49	12	6		6	3		6	4	2*	A,E,L
LMBUS	WBNS-TV	10	224kw	CBS	Blair	Oct '49	11	6		5	3	1/2	7	4§	1	M,E,L
	WLW-C	4	100kw	NBC	NBC Spot	Apr '49	10	6	11	7		1/2	5	6	2	A,L
	WTN-TV	6	100kw	A,D	Katz	Sep '49	5	11		9	3		9	3§	6*	M,E,L
AYON	WHIO-TV	7	316kw	N,A	Hollingbery	Feb '49	x	x		7	1/2	—	10	2§	2*	L
	WLW-D	2	100kw	N,A	NBC Spot	Mar '49	10	3		7	x	1	7	6§	1*	L
MA	WIMA-TV	35	21kw	All	H-R	Apr '53	x	x	—	3		—	—	2	1*	E
RENNVILLE	WSTV-TV	9	230kw	CBS	Avery-Knodel	Dec '53	11	6	4		3	1/2	9	4§	1	M,A,L
DO	WSPD-TV	13	316kw	C,N,A	Katz	Jul '48	8	4		3	4	3	15	5	1	L
UGSTOWN	WFMJ-TV	21	175kw	NBC	Headley-Reed	Mar '53	x	x		x	4	—	—	7§	1	A,L
	WKBN-TV	27	178kw	C,A	Raymer	Jan '53	9	7	8	9	3	—	x	9§	1	M,A,L
NSVILLE	WHIZ-TV	18	20kw†	A,C,N	Pearson	May '53	6	4		5		1	16	2§	1	L

OKLAHOMA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
DA	KTEN	10	252kw	ABC	V.R.&McC	May '54							No data available			
IR	KGEO-TV	5	100kw	ABC	Pearson	Jul '54	3	3	15	3	3	—	14	5§	1	L
WON	KSWO-TV	7	10kw	ABC	Pearson	Mar '53	4	4	1/2	3	1		10	3§	2*	A,L
USOGEE	KTVX	(See TULSA)														
KLHOMA CITY	KTVQ	25	275kw	ABC	McGillvra	Oct '53	x	x						2	2	L
	KWTV	9	316kw	C,A	Avery-Knodel	Dec '53	12	4		9	2	3	—	4§		M,L
	WKY-TV	4	100kw	N,A	Katz	Jun '49	x	x		9	10	1	12	7§	1	A
L	KOTV	6	100kw	CBS	Petry	Nov '49	12	6	3	7	3	2	4	7§	2*	A,L
	KTVX	8	316kw	ABC	Avery-Knodel	Sep '54	5	x		11	3		6	2§	3	A,E,L
	KVOO-TV	2	100kw†	NBC	Blair	Dec '54	13	3	6	6	3	2	5	7§	2*	A,L

OREGON

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
IGIE	KVAL-TV	13	56kw	N,A	Hollingbery	Apr '54	x	x		1	2		34	1	1	A,L
EDORD	KBES-TV	5	79kw†	C,A,N	Hoag-Blair	Aug '53	6	4	5	3	3	1	14	2	—	A,L
R AND	KLOR	12	229kw	ABC	Hollingbery	Mar '55	4	6	1	1	3	2	48	2	1	A,E,L
	KOIN-TV	6	100kw	CBS	CBS TV Spot	Oct '53	1	4	1/2	4	3	1/2		4§	1*	A,L
	KPTV	27	1000kw	NBC	NBC Spot	Sep '52	10	3		8	3	1	1	3§	1	A,E,L

PENNSYLVANIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
TONA	WFBC-TV	10	316kw	All	H-R	Mar '53	6	10		8	2	1/4	3	3	1	A,E,L
TIHEM	WLEV-TV	51	12kw	NBC	Meeker	May '53	x	x						2	2*	L
SON	WGLV	57	84kw	ABC	H-R	Aug '53	x	x	3	5			1/2	3§	2*	A,L
	WICU	12	30kw	N,A	Petry	Mar '49	x	x		2	8		15	3§	2	M,A,L
ARISBURG	WSEE-TV	35	170kw	C,A	Avery-Knodel	Apr '54	8	5	6	7	3		4	2§	1*	A,L
	WCMB-TV	27	240kw	DuM	Gill-Perna	Sep '54	2	10		5		1	8	2§	1	A,E,L
	WHP-TV	55	241kw	CBS	Bolling	Apr '53	x	x		x			7	2§	2	A,L
HSTOWN	WTPA	71	220kw†	ABC	H.R.&P	Jul '53	x	x			3			3§	1	M,A,L
	WARD-TV	56	91kw	C,A,D	Weed	Sep '53	3	6			1	2	5	4	2	E,L
	WJAC-TV	6	71kw	C,N	Katz	Sep '49	12	3	1	3		1/4	10	7§	1	L
MASTER	WGAL-TV	8	316kw	N,C	Meeker	Mar '49							No data available			
H DELPHIA	WCAU-TV	10	316kw	CBS	CBS TV Spot	Mar '48	10	9	3	2	13		4	7§	2*	E,L
	WFIL-TV	6	100kw	ABC	Blair	Sep '47	4	13		20	3		30	3§	3*	A,L
	WRCV-TV	3	100kw	NBC	NBC Spot	Sep '41	10	8		9	13	1	8	16§	5*	A,E,L
TIBURGH	KDKA-TV	2	100kw	All	Free & Peters	Jan '49	x	x	8	12	4		24	5§	2*	L
	WENS	16	200kw	A,C,N	Branham	Aug '53							No data available			
ANG	WHUM-TV	61	12kw	CBS	H-R	Feb '53	10	7		5			3	1§		M,A,L

PENNSYLVANIA (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
						On air date	Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports info	Feat. film
SCRANTON	WARM-TV	16	228kw	ABC	Hollingbery	Feb '54	2	8		3	6		9	2½	1*	A,L
	WBRE-TV	(See WILKES-BARRE)														
	WGBI-TV	22	216kw†	CBS	Blair	Jun '53	10	9	1	22	1		9	6½	3	A,E
	WILK-TV	(See WILKES-BARRE)														
WILKES-BARRE	WBRE-TV	28	1000kw	NBC	Headley-Reed	Jan '53	No data available									
	WILK-TV	34	1000kw	ABC	Avery-Knodel	Sep '53	6	6		8	5	x	9	3½		A,L
YORK	WNOV-TV	49	100kw†	DuM	Keller	Nov '53	x	8	2	1	1		4	2	2*	L
	WSBA-TV	43	170kw†	ABC	Young	Dec '52	4	5		7				4	1	A,L

RHODE ISLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAIL		
						On air date	Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Featu film
PROVIDENCE	WJAR-TV	10	316kw	NBC	Weed	Jul '49	x	x		5	5	1		7½	2	A,L
	WPRO-TV	12	316kw	CBS	Blair	Mar '55								No data available		

SOUTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAIL		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feati film
ANDERSON	WAIM-TV	40	207kw	CBS	Headley-Reed	Dec '53	6	4			3	1/2	6	2\$	5•	M,A,L
CHARLESTON	WCSC-TV	5	100kw	C,A	Free & Peters	Jun '53	10	4		7	3	1/2	9	4\$	2	A
	WUSN-TV	2	100kw	N,A	H-R; Ayres	Sep '54										
COLUMBIA	WCOS-TV	25	78kw†	ABC	Headley-Reed	May '53	3	3		8			4		1	A,L
	WIS-TV	10	269kw	NBC	Free & Peters	Nov '53	x	x	4	5	3	1	11	3\$	2	A,L
	WNOK-TV	67	965kw†	CBS	Raymer	Sep '53	8	4		8			3	2\$	•	A,L
FLORENCE	WBTW	8	316kw	C,N,A	CBS TV Spot	Oct '54	5	3		4	1	1/2	9	1\$	1	E,L
GREENVILLE	WFBC-TV	4	100kw	NBC	Weed	Jan '54	11	4	2	4	3	1/2	12	5\$	2	M,A
	WGVL	23	17kw	A,C	H-R; Ayres	Aug '53	4	4		3	2		7	4\$	2	A,L

SOUTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Par- tepts	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feat. film
FLORENCE	KDLO-TV	3	251kw†	N,A,C	HL-R	May '53										
RAPID CITY	KOTA-TV	3	2kw	All	Headley-Reed	Jul '55	4	2	3	3	x		11	1	1	
SIOUX FALLS	KELO-TV	11	251kw†	N,A,C	HL-R	May '53	10	4	3	5	7	6	15	4½	2*	L

TENNESSEE

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAIL		
						On air date	Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feat film
CHATTANOOGA	WDEF-TV	12	105kw	N,A,C	Branham	Apr '54	10	6		7	6		7	2½	1	A,L
JACKSON	WDXL-TV	7	316kw†	CBS	Burn-Smith	Mar '55	8	2	1½	1	3	2	10	3½	2*	A,L
JOHNSON CITY	WJHL-TV	11	316kw	C,N,A	Pearson	Oct '53	x	x	2	6	3	2	3	3	1	M,A
KNOXVILLE	WATE-TV	6	100kw	N,A	Avery-Knodel	Oct '53	11	6		6	3		8	5½	1	M,A
	WBIR-TV	10	316kw			Mid '56				No data available						
	WTVK-TV	26	316kw	C,A	Pearson	Oct '53	10	4	9	5	4		3	2	1	A,L
MEMPHIS	WHBQ-TV	13	316kw	ABC	Blair	Sep '53	11	6		5	4	1½	5	7		A

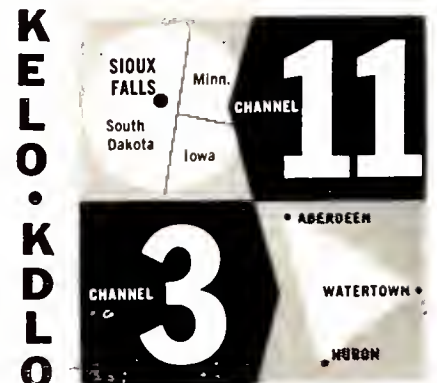
JOE'S PICTURE IS FAMOUS IN 3 STATES!



Yes, Joe Floyd's big-powered KELO-TV plus KDLO-TV beam a picture that blankets 78% of South Dakota's population, plus large areas in Minnesota and Iowa. It's a terrific picture for YOU to be in—the magic spot for smart merchandisers who want to sell a whole group of (single-station) markets at one flash and for one smart buy.

"THE BIG TV COMBO"

KELO-TV



JOE FLOYD, President

Evans Nord, Genl. Mgr.

Larry Bentson, V.P.

NBC PRIMARY — H-R REPRESENTATIVES

TENNESSEE (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- tepts	Chil- dren's	Home- m kers	Farm	Syn- Film	News	Sports info	Feature films
MEMPHIS (cont.)	WMCT	5	100kw	NBC	Branham	Dec '48	11	5		1	8	1	22	7\$	2*	
	WRFC-TV	3	100kw	CBS	Katz	Jan '56					No data available					
NASHVILLE	WLAC-TV	5	100kw	CBS	Katz	Aug '54	x	x		6			3	\$	1	A,L
	WSIX-TV	8	177kw	ABC	Hollingbery	Nov '53	x	x		5		5	10	2\$	1	M,A,L
	WSM-TV	4	100kw	NBC	Petry	Sep '50	5	9	8	16	5	1/2	16	2\$	1*	A,L

TEXAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Par- tepts	Chil- dren's	Home- m kers	Farm	Syn- Film	News	Sports info	Feature films
ABILENE	KPAR-TV	(See SWEETWATER)														
	KRBC-TV	9	50kw	NBC	Pearson	Aug '53	8	3	3	7	4	1/2	19	3\$	2	A,E,L
MARILLO	KFDA-TV	10	250kw	C,A	H-R	Apr '53	10	6		15	5		11	2\$	2*	A,L
	KGNC-TV	4	100kw	NBC	Katz	Mar '53	10	8		8	1	1	13	4\$	1	A,L
MCIN	KTBC-TV	7	316kw	C,N,A	Raymer	Nov '52	11	2		5	4	1	17	5		L
MAMONT	KBMT	31	224kw	NBC	Forjoe	May '54							No data available			
	KFDM-TV	6	100kw	C,A	Free & Peters	Apr '55	4	8	3	3	3	1/2	9	1	1	A,L
MC PRING	KBST-TV	4	13kw	CBS	Pearson	Dec '55	3	5					No data available			
OFUS CHRISTI	KVDO-TV	22	19kw	NBC	Young	Jun '54	4	8	3	5	3	1/2	15	4	1	A,L
ALIAS	KRLD-TV	4	100kw	CBS	Branham	Dec '49	10	3		4	4		13	5\$	1	A,L
	WFAA-TV	8	316kw	A,N	Petry	Sep '49	9	8		14	6		16	6\$	1*	A,L
LASO	KROD-TV	4	56kw	C,A	Branham	Dec '52	10	5	5	5	3	1	10	3\$	1	M,L
	KTSM-TV	9	60kw	NBC	Hollingbery	Jan '53	5	6		8	5	1	15	2\$	1	A,L
located in Juarez, Mex.)	XEJ-TV	5	4kw		Natl Time Sls	Jun '54		7		3	2	1		2	1*	A,E,L
OF WORTH	KFJZ-TV	11	210kw		H-R	Sep '55	9	9		6			11	3	1*	A,E,L
	WBAP-TV	5	100kw	N,A	Free & Peters	Sep '48		9		9	5	1/2	8	5\$	*	A,L
ALESTON	KGUL-TV	11	224kw	CBS	CBS TV Spot	Mar '53	x	x		1/2	3	3				A,L
ALINGEN	KGBT-TV	4	100kw	C,A	H-R	Oct '53	3	5		4	8	1/2	7	2	2	L
OTON	KGUL-TV	(See HOUSTON)														
	KPRC-TV	2	100kw	NBC	Petry	Jan '49							No data available			
	KTRK-TV	11	316kw	ABC	Blair	Nov '54	4	12		27	3	1/4	9	4\$	*	M,A,L
ARDO	KHAD-TV	8	2kw	C,N,A	Pearson	Dec '55	x	x						2\$	2	
ON VIEW	KTVE	32	224kw	N,C,D	Forjoe	Oct '53	x	9		5	5		20	2	2	A,E,L
UEOCK	KCBD-TV	11	100kw	N,A	Branham	May '53	8	6		6	3	1	10	3	3	A,L
	KDUB-TV	13	316kw	CBS	Avery-Knodel	Nov '52	9	8	3	8	4	2	16	4\$	2	M,A,L
UFIN	KTRE-TV	9	26kw	NBC	V,R&McC	Aug '55	6	2			x	1/4	6	3	1	A
ILAND	KMID-TV	2	26kw	All	V,R&McC	Dec '53							No data available			
DEA	KOSA-TV	7	102kw	CBS	Pearson	Jan '56							No data available			
AFANGELO	KTXL-TV	8	25kw	CBS	V,R&McC	Jul '53	4	7	1	3	3	1	6	3	2	A,L

Texas' tall antenna (1038 feet above Abilene)

THE ONLY STATION IN ABILENE, TEXAS

Home of a new \$75,000,000.00 SAC permanent air base

Heart of the fabulous West Central Texas

Seventeen hours programing daily

The station viewers depend on for outstanding programs, both local and live from the NBC Television Network.

KRBC-TV

Abilene, Texas — Channel 9

John E. Pearson Inc. station representative

TEXAS (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS OAIL		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Fea- ture
SAN ANTONIO	KCOR-TV	41	16kw		R. O'Connell	Jun '55		4	x	3	1/4	1/2	3	1\$	x	L
	KENS-TV	5	100kw	C,A	Free & Peters	Feb '50	12	4	9	7	4	1/2	10	6\$	1*	A,L
	WOAI-TV	4	100kw	N,A	Petry	Dec '49	x	x		4	3		x	7	1	A,L
SWEETWATER	KPAR-TV	12	26kw	CBS	Branham	Jan '56	x	x		5	3	3	51	4\$	2*	M,A
TEMPLE	KCEN-TV	6	100kw	NBC	Hollingbery	Nov '53	9	6		8	2	1	13	4		A,E
TEXARKANA	KCMC-TV	6	100kw	C,A	V,R&McC	Aug '53	9	6	3	9	3	1	7	3\$	1	A
TYLER	KLTV	7	100kw	All	Pearson	Oct '54										
WACO	KANG-TV	34	19kw†	CBS	Raymer	Oct '53	x	x		x	x			2	2	L
	KCEN-TV	(See TEMPLE)														
	KWTX-TV	10	107kw	ABC	Pearson	Apr '55										
WESLACO	KRGV-TV	5	29kw	NBC	Pearson	Apr '54	x	x		1		1/4		3\$	1	E,L
WICHITA FALLS	KFDX-TV	3	100kw	N,A	Raymer	Apr '53	x	x		1	3			3\$	2	A,L
	KWFT-TV	6	100kw†	C,D	Hoag-Blair	Mar '53	x	x		x	3	1	4	2	1	A

UTAH

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS OAIL		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Fea- ture
SALT LAKE CITY	KSL-TV	5	30kw	CBS	CBS TV Spot	Jun '49	12	4		9	3	1/2	17	2\$		L
	KTVT	4	30kw	NBC	Katz	Apr '48	12	6	1/2	5	10	2	12	6\$	1*	M,A
	KUTV	2	47kw	ABC	Hollingbery	Sep '54	5	7	1	3	8	1	5	2	2*	A,E

VERMONT

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS OAIL		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Fea- ture
BURLINGTON	WCAX-TV	3	60kw†	CBS	Weed	Sep '54	5	6	7	8	2	1	11	2\$	2	L

VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS OAI		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn- Film	News	Sports Info	Fea- ture
HAMPTON	WVEC-TV	(See NORFOLK)														
HARRISONBURG	WSVA-TV	3	8kw	All	Pearson	Oct '53	x	x			2	2	—	—	—	—
LYNCHBURG	WLVA-TV	13	316kw	ABC	Hollingbery	Feb '53	11	7		10	3	2	2	2	—	M.
NORFOLK	WTAR-TV	3	100kw	C,A,D	Petry	Apr '50	11	7		8	x	x	10	7\$	—•	—
	WTOV-TV	27	20kw	—	McGillvra	Oct '53					No data available					
	WVEC-TV	15	220kw	NBC	Avery-Knodel	Aug '53	12	6		5	8		2	3\$	1	M.L
PETERSBURG	WXEX-TV	(See RICHMOND)														
RICHMOND	WRVA-TV	12	316kw	—	H,R&P	Apr '56					No data available					
	WTVR	6	100kw†	A,C	Blair	Apr '48	x	x		8	4	3	—	8\$	1	—
	WXEX-TV	8	316kw	NBC	Forjoe	Aug '55	12	6			3	6	4	6\$	2•	M.L
ROANOKE	WDBJ-TV	7	316kw†	CBS	Free & Peters	Oct '55	3	4		10	x	—	9	2\$	—	A, J
	WSLS-TV	10	316kw	N.A	Avery-Knodel	Dec '52	x	x	5	4	3	1	6	6\$	5	M.L

"All-time record..."

Famous chocolate product gets a Jet-assisted-take-off in Milwaukee! Details from R. A. Brigham of the Brigham Brokerage Company: "I'd like to go on record about the wonderful job 'Space Funnies with Captain Jet' has done in selling Bosco. WXIX is our only real merchandising effort here, and the results have been really phenomenal. The first month, we doubled our previous month's sales figures. And now we're making *three times* as many sales as we were before WXIX entered the scene...a new *all-time record* for Bosco in Milwaukee!" ("Space Funnies with Captain Jet"—\$80 gross per participation, 4-4:30 pm, Mon. through Fri.)



WXIX

CBS Owned • Milwaukee
Represented by CBS Television Spot Sales

WASHINGTON

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
ELINGHAM	KVOS-TV	12	33kw	CBS	Forjoe	Jun '54	2	x		6			15	2		A,E,L
ASO	KEPR-TV	19	11kw	(Satellite of KIMA-TV, YAKIMA)												
EA'LE	KING-TV	5	100kw	ABC	Blair	Nov '48	3	12		10	3	½	15	4§	1*	M,A,L
	KOMO-TV	4	100kw	NBC	NBC Spot	Dec '53	10	8	3	9	3	1	9	3§	1*	A,L
	KTNT-TV	(See TACOMA)														
	KTVW	(See TACOMA)														
POINE	KHQ-TV	6	100kw	NBC	Katz	Dec '52	8	6		17	4	¼	8	2§	1*	L
	KREM-TV	2	100kw	ABC	Petry	Nov '54	4	3	½	2			10	2		L
	KXLY-TV	4	49kw	CBS	Avery-Knodel	Feb '53	9	4		1	3		13	2§		A,L
ACMA	KTNT-TV	11	316kw	CBS	Weed	Mar '53	12	5		11	3	1	3	3§	*	A,E,L
	KTVW	13	99kw		Hollingbery	Sep '54		12	5		15		14	1§	*	A,L
AKAA	KIMA-TV	29	191kw	C,N,A	Weed	Jul '53	3	8	3	5	4	¼	16	4§	1*	L
	KRSM	23	25kw			Mar '56										No data available

WEST VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
LU FIELD	WHIS-TV	6	50kw	NBC	Katz	Aug '55	4	6		5	¼	½	6	3§	1	A,E,L
HALESTON	WCHS-TV	8	316kw	CBS	Branham	Aug '54	11	4		9	3	1	5	3§	1	L
	WHTN-TV	(See HUNTINGTON)														
	WOAY-TV	4	100kw	ABC	Pearson	Dec '54	2	7		4	2	1	10	3	1	E,L
	WSAZ-TV	(See HUNTINGTON)														
ALMONT	WJPB-TV	35	20kw	A,N	Gill-Perna	Mar '54										No data available
UNINGTON	WHTN-TV	13	316kw	A,D	Petry	Oct '55	5	9	6	7	½		7	3§	3*	A,L
	WSAZ-TV	3	47kw	NBC	Katz	Nov '49	12	5	5	4	9	1	10	5§	4	A,L
AK HILL	WOAY-TV	(See CHARLESTON)														
ARERSBURG	WTAP	15	20kw	All	Pearson	Nov '53	5	5		3			3	3§	1	A,L
PHILING	WSTV-TV	9	230kw	CBS	Avery-Knodel	Dec '53	11	6	4		3	½	9	4§	1	M,A,L
	WTRF-TV	7	316kw	NBC	Hollingbery	Oct '53	13	9		4	10	½	9	7§	1	M,A,L

WISCONSIN

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
AULLAIRE	WEAU-TV	13	58kw	N,A,D	Hollingbery	Dec '53	x	x		2		½		2		L
REI BAY	WBAY-TV	2	100kw	CBS	Weed	Mar '53	9	4		6	3	3	11	4§	4	L
	WFRV-TV	5	100kw	A,C	Headley-Reed	Jun '55										No data available
	WMBV-TV	(See GREEN BAY)														
A ROSSE	WKBT	8	100kw	NBC	H-R	Aug '54	4	3		3		1	5	10	6*	E,L
AISSON	WKOW-TV	27	162kw	CBS	Headley-Reed	Jul '53	6	6		12	3	3	7	3§	1	L
	WMTV	33	209kw	N,A	Bolling	Jul '53	x	x	3	3	8	½	12	2§	1	A,L
AINETTE	WMBV-TV	11	234kw	NBC	V,R&McC	Sep '54	11	6	½	8	8	1	8	4§	2	A,L
IL AUKEE	WISN-TV	12	316kw	ABC	Petry	Oct '54	3	5		9	2		6	2	1	A,L
	WITI	6	100kw		H-R	Feb '55										No data available
	WTMJ-TV	4	100kw	NBC	H,R&P	Dec '47	10	7								L
	WXIX	19	1000kw†	CBS	CBS TV Spot	Feb '55	9	7	1	3	½		13	4§	2	M,A,L
JP. IOR-	KDAL-TV	3	100kw	C,A	Avery-Knodel	Mar '54	x	x		5	2	¼	6	2§	1	L
DLUTH, MINN.	WDSP-TV	6	100kw	NBC	Free & Peters	Mar '54	11	4	x	5	3	½		2	1*	
MAU	WSAU-TV	7	100kw	All	Meeker	Oct '54	6	5		14	3	3	10	2§	2	A,L

WYOMING

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
HEENNE	KFBC-TV	5	100kw	C,A,N	Hollingbery	Mar '54	x	x	2	3	1		7	1	1	A,L

ALASKA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Feature films
NC ORAGE	KENI-TV	2	14kw†	A,N	Fletcher	Dec '53	3	6		5	3		17	2§		A,L
	KTV A	11	3kw	C,D	Alaska Sls	Dec '53	x	x		2	5			1§		E
ANKS	KFAR-TV	2	6kw	N,A	Fletcher	Mar '55	3	4	½	9	¼		7	2§	1	L
	KTVF	11	11kw	CBS	Alaska Sls	Feb '55	½	1		5	½		12	2§	1	L

† licensed power (given) not used
M,A,E,L—morn, aft, eve, late

§ local film newsreel
* local sports covered

— category unclaimed
x figure unspecified

† # stations share time

HAWAII

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS OAIL		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Fer fil
HILO	KHBC-TV	9	1kw	CBS	Free & Peters	May '55	(See KGMB-TV)									
HONOLULU	KGMB-TV	9	105kw	CBS	Free & Peters	Dec '52	x	x	6		3	---	---	2\$	1	A,E
	KONA	2	60kw	NBC	NBC Spot	Dec '52	x	x		5	1	---	8	1\$	---	A,E
	KULA-TV	4	26kw	ABC	Young	Apr '54	x	x		8	---	---	9	---	---	A,E
WAILUKU	KMAU-TV	3	6kw	CBS	Free & Peters	Apr '55	(See KGMB-TV)									

PUERTO RICO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS OAIL		
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info	Fer fil
MAYAGUEZ	WORA-TV	5	30kw	CBS	Young	Sep '55	No data available									
SAN JUAN	WAPA-TV	4	56kw	N,A,D	Caribbean	May '54	No data available									
	WKAQ-TV	2	100kw	CBS	Inter-Amer	Apr '54	x	x	4	8	3	---	---	2\$	1*	A,L

CANADA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS OAIL			Fr
							Network	Local	Par- teptn	Chil- dren's	Home- makers	Farm	Syn. Film	News	Sports Info		
ALBERTA																	
CALGARY	CHCT-TV	2	100kw	CBC	Weed; All-Can	Oct '54	6	5	---	---	5	1	3	2	2	L	
EDMONTON	CFRN-TV	3	27kw	CBC	CSR; Reps Ltd.	Oct '54	5	4		3	5	½	18	3\$	1	A,L	
LETHBRIDGE	CJLH-TV	7	172kw	CBC	Weed; All-Can	Nov '55	3	4		3	---	---	5	1\$	1	E,I	

BRITISH COLUMBIA

VANCOUVER	CBUT	2	102kw	CBC	CBC	Dec '53	6	5	---	1	5	½	22	2\$	1*	A
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MANITOBA

BRANDON	CKX-TV	5	19kw	CBC	Weed; All-Can	Jan '55	No data available									
WINNIPEG	CBWT	4	56kw	CBC	CBC	Mar '54	6	5	---	1	5	½	22	2\$	1*	A

NEW BRUNSWICK

MONCTON	CKCW-TV	2	5kw	CBC	CSR; Stovin	Dec '54	4	3	---	4	5	½	7	2\$	1	A,L
ST. JOHN	CHSJ-TV	4	100kw	CBC	Weed; All-Can	Mar '54	x	x	---	2	---	---	10	2\$	---	L

NEWFOUNDLAND

ST. JOHN'S	CJON-TV	6	100kw†	C,C	Weed; All-Can	Sep '55	6	2	---	1	3	½	---	2\$	x	L
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NOVA SCOTIA

HALIFAX	CBHT	3	56kw	CBC	CBC	Dec '54	6	5	---	1	5	½	22	2\$	1*	A
SYDNEY	CJCB-TV	4	180kw	CBC	Weed; All-Can	Oct '54	4	3		x	---	---	10	2	---	L

ONTARIO

BARRIE	CKVR-TV	3	14kw	CBC	CSR; Mulvihill	Sep '55	5	2		3	x	½	3	2	1	A
HAMILTON	CHCH-TV	11	100kw	CBC	CSR; All-Can	Jun '54	No data available									
KINGSTON	CKWS-TV	11	257kw	CBC	Weed; All-Can	Dec '54	5	6		1	10	---	4	2\$	1	A,E
KITCHENER	CKCO-TV	13	54kw	CBC	Weed; Hardy	Mar '54	x	x	3	2	5	1	7	4\$	2*	L
LONDON	CFPL-TV	10	325kw†	CBC	Weed; All-Can	Nov '53	4	6	½	4	5	½	7	5\$	2	A,L
NORTH BAY	CKGN-TV	10	52kw	All	Mulvihill	Dec '55	3	2		---	---	---	---	2\$	2	---
OTTAWA	CBOFT	9	31kw	CBC	CBC	Jun '55	6	5		1	5	½	22	2\$	1*	A
	CBOT	4	50kw	CBC	CBC	Jun '53	6	5		1	5	½	22	2\$	1*	A
PETERBOROUGH	CHEX-TV	12	260kw	CBC	Weed; All-Can	Mar '55	No data available									
PORT ARTHUR	CFPA-TV	2	5kw	CBC	Weed; All-Can	Oct '54	6	1		---	---	---	---	---	---	E,I
SAULT STE. MARIE	CJIC-TV	2	5kw	CBC	Weed; All-Can	Nov '54	No data available									
SUDBURY	CKSO-TV	5	2kw	CBC	Weed; All-Can	Oct '53	x	x		½	8	---	12	5	2	A,L
TORONTO	CBLT	9	26kw	CBC	CBC	Sep '52	6	5		1	5	½	22	2\$	1*	A
WINDSOR	CKLW-TV	9	325kw	C,D	CSR; All-Can	Sep '54	3	7		10	3	---	8	2\$	---	A,
WINGHAM	CKNX-TV	8	36kw	CBC	CSR; All-Can	Nov '55	4	3	1	5	3	2	3	3\$	2	L

PRINCE EDWARD ISLAND

CHARLOTTETOWN	CFCY-TV	13	80kw†	CBC	Weed; All-Can	May '56	No data available									
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QUEBEC

JONQUIERE	CKRS-TV	12	42kw	CBC	CSR; Hardy	Dec '55	4	x			2	---	---	2	x	L
MONTREAL	CBFT	2	16kw	CBC	CBC	Sep '52	6	5		1	5	½	22	2\$	1*	A
	CBMT	6	44kw	CBC	CBC	Jan '54	6	5		1	5	½	22	2\$	1*	A
QUEBEC	CFCM-TV	4	1kw	CBC	Weed; Hardy	Jul '54	x	x		4	4	---	13	4	1*	A,
RIMOUSKI	CJBR-TV	3	61kw†	C,C,N	CSR; Stovin	Nov '54	3	1	½	½	2	½	2	4\$	2	A,

SASKATCHEWAN

REGINA	CKCK-TV	2	19kw	CBC	Weed; All-Can	Jul '54	x	x		x	4	½	x	2\$	1	A,
SASKATOON	CFQC-TV	8	100kw	All	CSR; Reps Ltd.	Dec '54	4	3	13	1	5	1	10	2\$	2	x



farm PAGE 164

Detailed analysis of farm programming for 245 stations in this category.



feature film PAGE 169

Time periods in which feature films are scheduled. Also name of buyer.



film & slide data PAGE 176

Size & type of slides, type of projector, film size, commercial contact.



homemaking PAGE 184

Analysis of special offerings of interest to women by categories.

TELEVISION CATEGORY DIRECTORY

1955
BUYERS' GUIDE
TO STATION
PROGRAMING

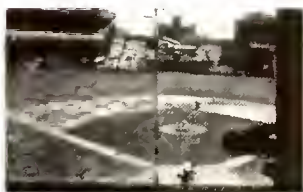
SECTION

4



special appeals PAGE 187

Stations with special programs for Negro, foreign language audiences.



sports PAGE 188

Regularly featured events on 439 stations indicating network, live or film.



studio facilities PAGE 193

Giving four types of permanent sets, color data, remotes, rear-view screen.

farm



symbols

- * indicates farm director is member
National Assoc. Radio & Tv
Farm Directors (June, 1955)
† indicates station receives pro-
gram material from the U. S.
Dept. of Agriculture

● Regularly scheduled farm programs are reported by 245 stations, some 56% of all those responding to the 1956 Buyers' Guide questionnaires. This compares with 205 stations reporting similar programming in 1955, though the percentage of respondents then was also 56. In 1954 only 48% of the respondents fell in that category. The U. S. Department of Agriculture offers program material for use by television stations. Only 20% of the respondents take advantage of that service against the 38% who reported using it in 1955. Many more stations report employment of farm directors this year than last. According to the 1956 survey, 55 stations have such directors while only 24 stations had them in 1955. This refers to those who are members of the National Association of Radio & TV Farm Directors. Types of programming featured include market news, weather reports, interviews, demonstrations, 4-H, farm tips.

ALABAMA**BIRMINGHAM**

- *WABT....1 hr weekly—extension, Auburn State Agricultural Dept. news, market reports, success stories
WBRC-TV....3 hrs weekly—4H, weather, market news

DECATUR

- WMSL-TV....½ hr weekly

MOBILE

- WALA-TV....¼ hr weekly—extension
WKRG-TV....1 hr weekly—extension, market news

MONTGOMERY

- †WSFA-TV....3 hrs weekly—extension, market news of cattle primary

ARIZONA**PHOENIX**

- KOOL-TV....5 hrs weekly—news
KPHO-TV....1 hr weekly—markets, USDA films
KTVK....½ hr weekly—market news
KVAR....½ hr weekly—extension, market news

YUMA

- KIVA-TV....2 hrs weekly—markets

ARKANSAS**FT. SMITH**

- KFSA-TV....¼ hr weekly

LITTLE ROCK

- †*KARK-TV....1 hr weekly—extension, market news, demonstrations, interviews, films

- *KATV....3 hrs weekly—extension, markets, news, weather, interviews

TEXARKANA

- †*KCMC-TV....1 hr weekly—daily farm reports

CALIFORNIA**BAKERSFIELD**

- KERO-TV....1 hr weekly—extension, weather

CHICO

- KHSL-TV....2 hrs weekly

EUREKA

- KIEM-TV....¼ hr weekly—extension

FRESNO

- †KJEO-TV....2 hrs weekly—demonstrations, frost warnings, market news
†KMJ-TV....1 hr weekly—extension, news, markets, 4-H, weather, F.F.A.
KVVG....¼ hr weekly—market news

LOS ANGELES

- KRCA....½ hr weekly

SACRAMENTO

- †KBET-TV....2 hrs weekly—farm news, interviews

- KCCC-TV....3 hrs weekly—extension, market news, State Dept. of Agriculture, 4-H, weather, F.F.A.

- *KCRA-TV....2 hrs weekly—extension, market news

SAN DIEGO

- KFMB-TV....1 hr weekly—films distributed by agricultural & government associations

SAN FRANCISCO

- KPIX....½ hr weekly—extension, conservation, 4-H, home economics

COLORADO**COLORADO SP'NGS**

- KKTV....¼ hr weekly—market news

DENVER

- *KLZ-TV....2 hrs weekly—market reports

GRAND JUNCTION

- KFXJ-TV....¼ hr weekly—market reports,

PUEBLO

- †KCSJ-TV....1 hr weekly—market & ditch reports

DISTRICT OF COLUMBIA**WASHINGTON**

- WRC-TV....¼ hr weekly—market news

FLORIDA**JACKSONVILLE**

WMBR-TV....1 hr weekly—market news, agricultural information, University of Florida

MIAMI

WTVJ.... $\frac{1}{4}$ hr weekly—market news

ORLANDO

WDBO-TV.... $\frac{1}{4}$ hr weekly—news, demonstration

PENSACOLA

WEAR-TV.... $\frac{1}{2}$ hr weekly—market news

TAMPA

*WFLA-TV....3 hrs weekly—extension, market, news, films, interviews

GEORGIA**ATLANTA**

WAGA-TV....1 hr weekly—4-H
WLW-A....1 hr weekly—extension, market reports, demonstrations, weekly farm summaries

AUGUSTA

WJBF....1 hr weekly—county agents

COLUMBUS

*WDAK-TV....2 hrs weekly—market, news
WRBL-TV.... $\frac{1}{2}$ hr weekly—farm and market news, 4-H, interviews, weather, F.F.A.

SAVANNAH

WSAV-TV....2 hrs weekly—county agent, extension, market news

IDAHO**BOISE**

KBOI-TV....1 hr weekly—extension, films, interviews
KIDO-TV.... $\frac{1}{2}$ hr weekly—market news, interviews

TWIN FALLS

KLIX-TV....1 hr weekly

ILLINOIS**CHAMPAIGN**

WCIA....4 hrs weekly—extension, market news, demonstration, features, interviews

CHICAGO

*WBBM-TV....1 hr weekly—news films, markets, U. S. Dept. of Agriculture, livestock estimates, weekly reviews of livestock trades, weather
‡WNBQ....2 hrs weekly—extension, film features, market news, weather reports

DECATUR

‡WTVP....5 hrs weekly—extension, markets, news

HARRISBURG

WSIL-TV....1 hr weekly

PEORIA

WTVH.... $\frac{1}{2}$ hr weekly

QUINCY

WGEM-TV....2 hrs weekly—extension, market, news

ROCKFORD

WREX-TV....1 hr weekly—extension, 4-H, markets, news

ROCK ISLAND

‡WHBF-TV....1 hr weekly—extension, market reports, safety

SPRINGFIELD

*WICS....3 hrs weekly—market news

INDIANA**ELK HART**

*WSJV-TV....3 hrs weekly—markets, news, country agents, interviews, stock averages

WFIE-TV....1 hr weekly—market & livestock reports, forecasts

FT. WAYNE

‡*WKJG-TV....1 hr weekly—demonstrations, markets, news, Rural Youth

INDIANAPOLIS

‡*WFMB-TV—3 hrs weekly—extension, market, U.S.D.A.

WISH-TV....2 hrs weekly—extension

SOUTH BEND

‡WSBT-TV....1 hr weekly—extension, market news, interviews, films, special stock reports, local farm events

IOWA**CEDAR RAPIDS**

KCRG-TV.... $\frac{1}{4}$ hr weekly—market news
‡*WMT-TV....1 hr weekly

DAVENPORT

‡WOC-TV....1 hr weekly—extension, markets, interviews

DES MOINES

KRNT-TV.... $\frac{1}{2}$ hr weekly—film service
‡*WHO-TV....3 hrs weekly—extension, markets, news, practices, soil conservation, calendar

*WOI-TV....5 hrs weekly—extension, demonstration, farm service, markets, Iowa State College

FORT DODGE

KQTV.... $\frac{1}{2}$ hr weekly—extension, market reports

MASON CITY

*KGLO-TV....2 hrs weekly—AP, UP, farm features, markets, occasional interviews, services, trends, weather

OTTUMWA

KTVO....2 hrs weekly—extension, market news, Iowa & Missouri State Universities, films

SIOUX CITY

KTIV....2 hrs weekly
‡*KVTV....2 hrs weekly—extension, county agent, demonstrations, farm & market news

WATERLOO

*KWWL-TV....3 hrs weekly

KANSAS**GREAT BEND**

KCKT-TV.... $\frac{1}{4}$ hr weekly—extension

PITTSBURG

KOAM-TV....2 hrs weekly—extension service, farm news, markets

TOPEKA

*WIBW-TV....2 hrs weekly—extension, demonstrations, 4-H, techniques, developments, market news, soil conservation

WICHITA

KARD-TV.... $\frac{1}{2}$ hr weekly—government agents

*KTVH....1 hr weekly—new farm ideas, county agents, 4-H, general agriculture, state progress

KENTUCKY**LEXINGTON**

WLEX-TV.... $\frac{1}{2}$ hr weekly—farm & market reports

LOUISVILLE

‡WAVE-TV....1 hr weekly—from station's farm showing operations

LOUISIANA**BATON ROUGE**

WBRZ.... $\frac{1}{2}$ hr weekly—extension

MONROE

KNOE-TV....2 hrs weekly—extension, market news, area paneling

NEW ORLEANS

WDSU-TV.... $\frac{1}{2}$ hr weekly—early morning reports by Agriculture Dept. representatives

SHREVEPORT

KSLA-TV....1 hr weekly—county agent, markets, weather

*KTBS-TV....4 hrs weekly—market news, interviews

MAINE**BANGOR**

‡WABI-TV....1 hr weekly—extension, market

PORTLAND

*WCSH-TV.... $\frac{1}{2}$ hr weekly—Agriculture Dept., Experiment Station, extension service, features, market news

MARYLAND**BALTIMORE**

*WBAL-TV.... $\frac{1}{2}$ hr weekly—roundup

SALISBURY

WBOC-TV....1 hr weekly—local market news

(CONTINUED)

(CONTINUED)

MASSACHUSETTS**BOSTON**

WBZ-TV....1 hr weekly—market reports, news, exhibits, association meetings

PITTSFIELD

WMGT....½ hr weekly—agricultural developments, extension, features

MICHIGAN**ANN ARBOR**

WPAG-TV....½ hr weekly—extension service, interviews, market news

BAY CITY

WNEM-TV....½ hr weekly — extension, Michigan State University

CADILLAC

WWTW....½ hr weekly

DETROIT

‡*WWJ-TV....1 hr weekly—local news, market reports & analysis, films, special events

GRAND RAPIDS

WOOD-TV....1 hr weekly—extension, market, farm tips, weather

KALAMAZOO

*WKZO-TV....½ hr weekly—extension, markets, stock & grain prices

SAGINAW

WKNX-TV....1 hr weekly—extension, market news

TRAVERSE CITY

WPBN-TV....½ hr weekly—general program in co-op with extension service

MINNESOTA**AUSTIN**

‡KMMT....1 hr weekly

DULUTH-SUPERIOR

KDAL-TV....¼ hr weekly—county agents
WDSM-TV....½ hr weekly—extension, safety, equipment

MINNEAPOLIS-ST. PAUL

‡*WCCO-TV....2 hrs weekly — extension, market news, farming tips, equipment

WTCN-TV....½ hr weekly—extension, market, news, survey

ROCHESTER

*KROC-TV....2 hrs weekly—county agent, markets, news, weather

MISSISSIPPI**JACKSON**

WJTV....½ hr weekly—extension

*WLBT....3 hrs weekly—extension, interviews, farm & market news, weather

MERIDIAN

WTOK-TV....1 hr weekly—extension

MISSOURI**COLUMBIA**

KOMU-TV....1 hr weekly—extension, University of Missouri

HANNIBAL

KHQA-TV....1 hr weekly—market news, features

JEFFERSON CITY

KRCG-TV....½ hr weekly—market news

JOPLIN

KOAM-TV....2 hrs weekly—extension service, farm news, markets

KANSAS CITY

WDAF-TV....½ hr weekly—markets, news

ST. JOSEPH

‡*KFEQ-TV....2 hrs weekly—extension, demonstrations, market reports, interviews

MONTANA**BUTTE**

KXLF-TV....2 hrs weekly

GREAT FALLS

*KFBB-TV....3 hrs weekly—extension, market news, home demonstration, 4-H, Montana Hereford Breeders, F.F.A.

MISSOULA

KGVO-TV....¼ hr weekly—extension, market news, county agents, demonstrations

NEBRASKA**KEARNEY**

KHOL-TV....2 hrs weekly — county agent, markets, F.F.A.

LINCOLN

*KOLN-TV....1 hr weekly — extension, calendar, market news, grain prices

OMAHA

KMTV....1 hr weekly—markets, news
‡*WOW-TV....2 hrs weekly — extension, farm market news, 4-H, demonstrations

NEW MEXICO**ROSWELL**

KSWT-TV....2 hrs weekly—extension service, county agent

NEW YORK**CARTHAGE**

WCNY-TV....¼ hr weekly—extension services

NEW YORK

‡*WRCA-TV....1 hr weekly — agricultural news, weather

PLATTSBURG

WIRI....1 hr weekly—extension

ROCHESTER

WHAM-TV....½ hr weekly—weather

SCHENECTADY

WRGB....¼ hr weekly—farm service

SYRACUSE

WHEN-TV....2 hrs weekly—extension, home bureau

UTICA

WKTW....1 hr weekly—animal husbandry, extension, market, produce

NORTH CAROLINA**ASHEVILLE**

WLOS-TV....3 hrs weekly—extension, N.C. & S.C. colleges, county agents, market news, demonstrations

DURHAM

‡WTVD....3 hrs weekly—extension, market news, county & home agents, demonstrations

GREENSBORO

‡WFMY-TV....1 hr weekly—extension, market news

GREENVILLE

WNCT....2 hrs weekly—extension agents, 4-H, market reports, UP, news, F.F.A.

WINSTON-SALEM

WSJS-TV....1 hr weekly—agriculture & farm news, interviews

NORTH DAKOTA**BISMARCK**

KBMB-TV....1 hr weekly—extension, news, live stock & grain market, N.D. Agricultural College

FARGO

*WDAY-TV....1 hr weekly—markets

MINOT

KCJB-TV....1 hr weekly—extension, N.D. Agricultural College, 4-H, live stock grain market, future farmers

VALLEY CITY

KXJB-TV....3 hrs weekly—N.D. Agricultural College

OHIO**ASHTABULA**

WICA-TV....2 hrs weekly—extension, news

CINCINNATI

WCPO-TV.... $\frac{1}{2}$ hr weekly—farm safety, live stock & grain prices

COLUMBUS

*WBNS-TV.... $\frac{1}{2}$ hr weekly—extension, market news, public service

WLW-C.... $\frac{1}{2}$ hr weekly—extension, Ohio State University

DAYTON

WLW-D....1 hr weekly—market, news, weather

STEUBENVILLE

‡WSTV-TV.... $\frac{1}{2}$ hr weekly—extension, market news, demonstrations

TOLEDO

‡WSPD-TV....3 hrs weekly—county agents, 4-H, demonstrations, Soil Conservation, F.F.A

ZANESVILLE

WHIZ-TV....1 hr weekly—market news, interviews

OKLAHOMA**OKLAHOMA CITY**

‡*KWT-TV....3 hrs weekly—extension, interviews, markets, news, soil conservation, vocational agriculture

‡*WKY-TV....1 hr weekly—extension, market & general farm news

TULSA

‡*KOTV....2 hrs weekly—extension, market reports, news, films, interviews, USDA

‡*KVOO-TV....2 hrs weekly—extension service, market news

OREGON**MEDFORD**

‡KBES-TV....1 hr weekly—extension, county offices

PORTLAND

KLOR....2 hrs weekly—films, Gardening for Fun— $\frac{1}{2}$ hr program during summer only

‡KOIN-TV.... $\frac{1}{2}$ hr weekly—extension service, market news, special events, weather, county agent

KPTV....1 hr weekly—extension, service

PENNSYLVANIA**ALTOONA**

WFBG-TV.... $\frac{1}{4}$ hr weekly—extension

HARRISBURG

WCMB-TV....1 hr weekly—local farm news, interviews, FFA, FHA, market reports

JOHNSTOWN

WARD-TV....2 hrs weekly—national film sources

WJAC-TV.... $\frac{1}{4}$ hr weekly—extension, market news, county agents, economics

PHILADELPHIA

WPTZ....1 hr weekly—market, news reports

RHODE ISLAND**PROVIDENCE**

‡WJAR-TV....1 hr weekly—market news

SOUTH CAROLINA**ANDERSON**

WAIM-TV.... $\frac{1}{2}$ hr weekly—extension

CHARLESTON

WCSC-TV.... $\frac{1}{2}$ hr weekly—local farm topics, news

COLUMBIA

WIS-TV....1 hr weekly—all categories

FLORENCE

WBTW.... $\frac{1}{2}$ hr weekly—extension, discussions, market, weather

GREENVILLE

‡WFBC-TV.... $\frac{1}{2}$ hr weekly—extension, market news

SOUTH DAKOTA**SIOUX FALLS**

*KELO-TV....6 hrs weekly—extension, markets, news

TENNESSEE**JACKSON**

*WDXI-TV....2 hrs weekly

JOHNSON CITY

WJHL-TV....2 hrs weekly—extension, conditions, tips

MEMPHIS

WHP-TV.... $\frac{1}{2}$ hr weekly—market news
‡*WMCT....1 hr weekly—extension, market news, local stockyards, farm personalities & families

NASHVILLE

WSIX-TV....5 hrs weekly—market, news
‡*WSM-TV.... $\frac{1}{2}$ hr weekly—extension, markets, news

TEXAS**ABILENE**

KRBC-TV.... $\frac{1}{2}$ hr weekly—demonstrations, interviews, news, weather

AMARILLO

*KGNC-TV....1 hr weekly—all categories

AUSTIN

KTBC-TV....1 hr weekly—all categories

BEAUMONT

KFDM-TV.... $\frac{1}{2}$ hr weekly—extension

CORPUS CHRISTI

KVDO-TV.... $\frac{1}{2}$ hr weekly—county agents, university extension service

EL PASO

KROD-TV....1 hr weekly

KTSM-TV....1 hr weekly—conservation, market news

XEJ-TV....1 hr weekly

FORT WORTH

‡*WBAP-TV.... $\frac{1}{2}$ hr weekly—market quotations, farming & ranching tips

GALVESTON

KGUL-TV....3 hrs weekly

HARLINGEN

KGBT-TV.... $\frac{1}{2}$ hr weekly—extension, market news

HOUSTON

KTRK-TV.... $\frac{1}{4}$ hr weekly—market news

LUBBOCK

KCBD-TV....1 hr weekly—extension, markets, news, weather

KDUB-TV....2 hrs weekly—extension, implements, improved methods, weather

LUFKIN

KTRE-TV.... $\frac{1}{4}$ hr weekly

SAN ANGELO

KTXL-TV....1 hr weekly—news, film

SAN ANTONIO

KCOR-TV.... $\frac{1}{2}$ hr weekly—films

*KENS-TV.... $\frac{1}{2}$ hr weekly—local & regional farm & ranch news, interviews

(CONTINUED)

(CONTINUED)

TEXAS (cont.)**SWEET WATER**

KPAR-TV....3 hrs weekly

TEMPLE

‡*KCEN-TV....1 hr weekly—all categories

TEXARKANA

‡*KCMC-TV....1 hr weekly—daily farm reports

WACO

*KWTX-TV....4 hrs weekly

WESLACO

‡*KRGV-TV....¼ hr weekly—extension, market, news, interviews

WICHITA FALLS

KWFT-TV....1 hr weekly—counselor, markets

UTAH**SALT LAKE CITY**

KSL-TV....½ hr weekly—extension, markets
 KTVT....2 hrs weekly—extension, market news, price reports, Utah State Agricultural College
 KUTV....1 hr weekly—market news, weather

VERMONT**BURLINGTON**

*WCAX-TV....1 hr weekly—extension, market news, weather, farm problems

VIRGINIA**HARRISONBURG**

WSVA-TV....2 hrs weekly—markets

LYNCHBURG

†WLVA-TV....2 hrs weekly—extension, V.P.I.

NORFOLK

WTAR-TV....X hrs weekly—extension, weather

RICHMOND

‡WTVR....3 hrs weekly—extension, market, news
 ‡WXEX-TV....6 hrs weekly—daily markets, news, field specialists

ROANOKE

WSLS-TV....1 hr weekly—extension service, V.P.I.

WASHINGTON**SEATTLE**

KING-TV....½ hr weekly
 ‡*KOMO-TV....1 hr weekly—farm & market reports, gardening tips

SPOKANE

‡*KHQ-TV....¼ hr weekly—extension, market, local farming methods

TACOMA

KTNT-TV....1 hr weekly

YAKIMA

KIMA-TV....¼ hr weekly—extension

WEST VIRGINIA**BLUEFIELD**

WHIS-TV....½ hr weekly

CHARLESTON

WCHS-TV....1 hr weekly—extension, market news, discussion, current methods

HUNTINGTON

*WSAZ-TV....1 hr weekly—market news, farm information, interviews, weather

OAK HILL

WOAY-TV....1 hr weekly—county agent, 4-H, extension

WHEELING

‡WSTV-TV....½ hr weekly—extension, market news, demonstrations
 WTRF-TV....½ hr weekly—extension

WISCONSIN**GREEN BAY**

‡*WBAY-TV....3 hrs weekly—features, markets, news

LA CROSSE

WKBT....1 hr weekly—market news

MADISON

‡*WKOW-TV....3 hrs weekly—demonstrations, markets, news, interviews, USDA reports
 WMTV....½ hr weekly—market news, reports

MARINETTE

WMBV-TV....1 hr weekly—extension, interviews

SUPERIOR-DULUTH

KDAL-TV....¼ hr weekly—county agent
 WDSM-TV....½ hr weekly—extension, safety, equipment

WAUSAU

WSAU-TV....3 hrs weekly—county agent, market, news, weather

CANADA**ALBERTA****CALGARY**

CHCT-TV....1 hr weekly—films covering area events, horticulture, interviews, news

EDMONTON

CFRN-TV....½ hr weekly—educational & general news

BRITISH COLUMBIA**VANCOUVER**

*CBUT....½ hr weekly—general news

MANITOBA**WINNIPEG**

CBWT....½ hr weekly—general news

NEW BRUNSWICK**MONCTON**

CKCW-TV....½ hr weekly

NEWFOUNDLAND**ST. JOHN'S**

CJON-TV....½ hr weekly

NOVA SCOTIA**HALIFAX**

CBHT....½ hr weekly—general news

ONTARIO**BARRIE**

CKVR-TV....½ hr weekly

KITCHENER

CKCO-TV....1 hr weekly—extension, filmed interviews, market news

LONDON

*CFPL-TV....½ hr weekly—extension, farm hints, market news

OTTAWA

CBOFT....½ hr weekly—general news
 CBOT....½ hr weekly—general news

TORONTO

CBLT....½ hr weekly—general news

WINGHAM

*CKNX-TV....2 hrs weekly—extension, editorial, farm engineering breeding, gardening, feeding, market & spot news, do-it-yourself

QUEBEC**MONTREAL**

CBFT....½ hr weekly—general news
 CBMT....½ hr weekly—general news

RIMOUSKI

CJBR-TV....½ hr weekly

SASKATCHEWAN**REGINA**

CKCK-TV....½ hr weekly

SASKATOON

CFQC-TV....1 hr weekly—calendar, weather

feature films



symbol

x indicates station covers
time under column heading

● 405 stations (82% of total respondents) report daily feature film programming. That is a slight increase over last year's 80%. Needless to add that feature films constitute a very substantial portion of a television station's daily programming schedule. Quality of feature films has materially improved enabling stations to retain a large percentage of the audience. While evening and late evening feature films show a slight decline, morning and afternoon film presentations fared considerably better than last year. This year's statistics show that 19% of the Buyers' Guide respondents put on feature films in the morning. That compares with 16% following the same practice last year. 67% have feature films in the afternoon against 60% last year. Early evening features are reported by only 27% against 33% last year. Late evening film features are the choice of 86% of the respondents against 88% that favored them last year.

City & state	Call letters	AM	Aft	Eve	Late	Contact
ALABAMA						
BIRMINGHAM	WABT	x	x		x	Ray A. Furr
	WBRC-TV		x		x	Keith Williams
DECATUR	WMSL-TV		x		x	Frank Whisenant
MOBILE	WALA-TV		x			A. C. Holman
MONTGOMERY	WKRQ-TV	x	x		x	C. P. Persons Jr.
	WCOV-TV			x		Robert House
	WSFA-TV				x	Gene R. Jacobsen
ARIZONA						
PHOENIX	KOOL-TV		x		x	Charles H. Garland
	KPHO-TV		x	x	x	Bob Martin
	KTVK		x	x	x	Carl Kent
	KVAR	x			x	Dick Lewis
TUCSON	KOPO-TV		x	x		E. S. Mittendorf
	KVOA-TV		x		x	J. C. Underwood, Jr.
YUMA	KIVA				x	Arthur Fszol
ARKANSAS						
ELDORADO	KRBB		x	x	x	Bill Bigley
FORT SMITH	KFSA-TV		x		x	Pat Porta
LITTLE ROCK	KARK-TV		x	x	x	Dale Hart
	KATV				x	Jimmy Cowser
TEXARKANA	KCMC-TV		x			Charles E. Wade
CALIFORNIA						
BAKERSFIELD	KBAK-TV	x	x		x	Al Constant
	KERO-TV		x		x	John Ballinger
CHICO	KHSL-TV				x	M. F. Woodling
EUREKA	KIEM-TV		x		x	W. B. Smullin

City & state	Call letters	AM	Aft	Eve	Late	Contact
FRESNO	KJEO-TV	x	x	x	x	Joe Drilling
	KMJ-TV		x		x	Perry Nelson
	KVVG		x	x		E. D. Beatie
LOS ANGELES	KABC-TV	x	x		x	Howard Lipstone
	KCOP	x	x	x	x	Al Flannagan
	KHJ-TV		x	x	x	James D. Higson
	KNXT	x	x		x	Donald M. Hine
	KRCA	x	x			George Burke
	KTLA	x	x	x	x	Leland G. Muller
SACRAMENTO	KTTV				x	Richard Woollen
	KBET-TV	x	x			Bob Merrifield
	KCCC-TV	x			x	Janet Terbeek
	KCRA		x	x	x	Tom Breen
SALINAS	KSBW-TV		x		x	Claud Mann
SAN DIEGO	KFMB-TV		x		x	Bill Fox
	KFSD-TV		x	x	x	William Hollenbeck
	XETV	x	x		x	Julian M. Kauffman
SAN FRANCISCO	KGO-TV	x	x	x		Robert Mitchell
	KPIX		x	x	x	Wm. C. Dempsey
	KRON-TV		x		x	Doug Elleson
	KSAN-TV			x	x	N. J. Patterson
SAN JOSE	KNTV		x	x	x	Douglas D. Kahle
SAN LUIS						
OBISPO	KVEC-TV			x	x	Bob Wilton
SAN A BARBARA	KEY-T		x		x	Russ Furse
STOCKTON	KOVR		x	x	x	Jay Watson
COLORADO						
COLO. SPRINGS	KKTV		x		x	Cecil Seavy
	KRDO-TV				x	Harry Hoth
DENVER	KBTv		x		x	Ray Gallagher
	KLZ-TV				x	Clayton H. Brace
	KOA-TV		x		x	C. Van Haaften
	KTVR		x	x	x	Ion McKinley

(CONTINUED)

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ETHEL BARRYMORE**
THE FARMER'S DAUGHTER
with CHARLES BICKFORD
A DORE SCHARY PRODUCTION
Directed by H. C. POTTER
A SELZNICK RELEASE

**LESLIE HOWARD • INGRID BERGMAN
in INTERMEZZO**
Produced by DAVID O. SELZNICK
Directed by GREGORY RATOFF
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with listed times avail-
able for clearance!**
For full details, availabilities and prices...
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NTA
National Telefilm Associates, INC.
(CONTINUED)
COLORADO (cont.)

City & state	Call letters	AM	Aft	Eve	Late	Contact
GRAND JUNC.	KFXJ-TV			x		TV, Inc., New York
PUEBLO	KCSJ-TV		x	x	x	Jack Wells

CONNECTICUT

BRIDGEPORT	WICC-TV			x		Wallie Dunlap
HARTFORD	WGTH-TV		x	x	x	Dan German
	WKNB-TV	x		x	x	Philip B. Hale
NEW HAVEN	WNHC-TV		x		x	William G. Mulvey

DISTRICT OF COLUMBIA

WASHINGTON	WRC-TV		x	x		James McMurry
	WTOP-TV			x	x	William Hedgpeth
	WTTG		x	x	x	Vic Guidice

FLORIDA

FT. LAUDERDALE	WITV			x	x	Edward Little
JACKSONVILLE	WMBR-TV		x		x	Harry Kalkines
MIAMI	WGBS-TV		x		x	John L. Crosby
	WTVJ	x			x	Louis Wolfson
ORLANDO	WDBO-TV				x	W. E. Sickles
PENSACOLA	WEAR-TV		x		x	Jerry Williams
TAMPA	WFLA-TV		x		x	Carl Bergquist
	WSUN-TV	x	x		x	Bob Gilbert
	WTVT				x	Pat Arnoux
W. PALM BEACH	WEAT-TV		x		x	Ed Hennessy
	WIRK-TV				x	Shirlee Barish
	WJNO-TV		x	x		Frank Struzerri

GEORGIA

ALBANY	WALB-TV		x	x	x	
ATLANTA	WLW-A		x		x	Dave Fisher
	WSB-TV		x		x	Jean Hendrix
AUGUSTA	WJBF	x			x	Tom Hennesy
	WRDW-TV		x		x	Bill Mackenzie
COLUMBUS	WDAK-TV	x	x	x	x	Ronnie Otwell
	WRBL-TV	x	x	x	x	Ridley Bell
SAVANNAH	WSAV-TV	x	x		x	William E. Lucas
THOMASVILLE	WCTV		x		x	Joe Hasford

IDAHO

BOISE	KBOI-TV		x	x	x	Earl Glade
	KIDO-TV		x		x	Jack Link
IDAHO FALLS	KID-TV		x		x	Claude Cain
TWIN FALLS	KLIX-TV		x		x	Dave Fox

ILLINOIS

CHAMPAIGN	WCIA				x	John Ketterer
CHICAGO	WBBM-TV	x			x	Vann G. Cominos
	WBKB	x	x		x	Ralph Andrews
	WGN-TV		x	x	x	Elizabeth Bain
	WNBQ				x	Isabelle Conney
DANVILLE	WDAN-TV				x	Bill Dorn
DECATUR	WTVP		x	x	x	
HARRISBURG	WSIL-TV				x	O. L. Turner
PEORIA	WEEK-TV		x		x	R. E. Johnson
	WTVH				x	Hall Phillips
QUINCY	WGEM-TV		x			Ted Austin
ROCKFORD	WREX-TV				x	Gene Hines
	WTVO				x	Carl P. Stemler
SPRINGFIELD	WICS				x	Jack Hoskins

INDIANA

ELKHART	WSJV-TV		x		x	Edwin J. Lasko
EVANSVILLE	WEHT		x		x	Roger Garrett
	WFIE-TV				x	Robert Dean

(CONTINUED ON PAGE 172)

TV FILM BUYER'S GUIDE

Check Here	Program Title	Length	Number Available	Description
	Confidential File	1½-hr.	39	Paul Coates' new and exciting presentation of dramatized journalism . . . behind-the-scenes reports on vital problems. The show all America is talking about!
	I Spy	1½-hr.	39	Raymond Massey brings you true and exciting stories behind history's most famous spies. Hits a new high in mystery, intrigue, adventure.
	Molly (The Goldbergs)	1½-hr.	39	The famous Goldberg family has moved to a small town, and Molly's having the time of her life with new friends, a new home and a new series of heart-warming adventures.
	Liberace Show	1½-hr.	117	TV's most widely acclaimed musical series for third consecutive year. Still a few choice availabilities.
	Life With Elizabeth	1½-hr.	65	Each show contains three hilarious incidents in the life of a mixed-up housewife. Filled with charm, laughter, warmth and love. Starring delightful Betty White.
	Joe Palooka	1½-hr.	26	The whole family will love the "champ's" fun-filled adventures. Thrills, action and viewer-impact!
	Frankie Laine Show	or 1½-hr. 1¼-hr.	39	It's Mr. Rhythm himself . . . now starred with vivacious Connie Haines in his own fast-moving musical revue. Available in 1½-hr. or 1¼-hr. version.
	Florian Zabach Show	1½-hr.	39	The thrilling music and vibrant personality of Florian ZaBach. Lavishly produced with an intimate setting that changes to match the mood of each musical selection.
	Conrad Nagel Theatre	1½-hr.	26	A prestige dramatic anthology series with Conrad Nagel as host and featuring stories by such masters as Tolstoi, DeMaupassant, etc.
	It's Fun To Reduce	¼-hr.	65	Margaret Firth shows the ladies how delightfully easy it is to reduce with a series of carefully coordinated exercises. Packed with promotion and merchandising "gimmicks."
	Popcorn Theatre	1-hr.	39	Poppo The Clown brings youngsters 60 minutes of fun, magic tricks, jokes and old-time movies. Ideal Saturday morning show for grocery chains and other retailers. Literally loaded with traffic-building giveaway promotion items.

GUILD FILMS CO., Inc.

460 PARK AVENUE • NEW YORK 22, NEW YORK • MURRAYHILL 8-5365

Please send me full details concerning the shows I have checked above.

I am particularly interested in programming availabilities for the following markets: _____

Name _____ Title _____

Company _____

Address _____ City _____ State _____

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CARY GRANT • INGRID BERGMAN
in ALFRED HITCHCOCK'S

NOTORIOUS

with CLAUDE RAINS

written by BEN HECHT

Directed by ALFRED HITCHCOCK
A SELZNICK RELEASE

SINCE YOU WENT AWAY

starring CLAUDETTE COLBERT

JENNIFER JONES • JOSEPH COTTEN

SHIRLEY TEMPLE • MONTY WOOLEY

LIONEL BARRYMORE

ROBERT WALKER • GUY MADISON

Produced by DAVID O. SELZNICK

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40 West 55th Street, New York, N. Y. • Plaza 2-2100

(CONTINUED FROM PAGE 170)

INDIANA (cont.)

City & state	Call letters	AM	Aft	Eve	Late	Contact
FT. WAYNE	WIN-T			x	x	Robert C. Currie Jr.
	WKJG-TV	x			x	Carlo Mahlock
INDIANAPOLIS	WFBM-TV	x	x		x	Hugh L. Kibbey
	WISH-TV	x	x	x		R. B. McConnell
LAFAYETTE	WFAM-TV		x		x	Richard Long
SOUTH BEND	WNDU-TV	x	x	x	x	T. Carroll
	WSBT-TV		x		x	Walter A. Sweitzer
TERRE HAUTE	WTHI-TV	x	x		x	Ben Falber Jr.

IOWA

CEDAR RAPIDS	KCRG-TV				x	Ralph P. Willey
	WMT-TV	x	x		x	Douglas B. Grant
DAVENPORT	WOC-TV		x		x	E. C. Sanders
DES MOINES	WHO-TV		x		x	Jack Kerrigan
	WOI-TV		x		x	Warren Roger
FORT DODGE	KQTV			x	x	Vernon Gielow
MASON CITY	KGLO-TV			x	x	
OTTUMWA	KTVO		x	x	x	James Bolen
SIOUX CITY	KTIV		x	x	x	Tom Searls
	KVTV				x	Bob Donovan
WATERLOO	KWWL-TV	x	x		x	Don Inman

KANSAS

GREAT BEND	KCKT-TV			x	x	
PITTSBURG	KOAM-TV		x	x	x	R. E. Wade
TOPEKA	WIBW-TV	x			x	Bill Barton
WICHITA	KAKE-TV		x		x	
	KARD-TV		x	x	x	Jack Park
	KEDD		x		x	Jack Chester
	KTVH				x	R. K. Cornish

KENTUCKY

LEXINGTON	WLEX-TV				x	
LOUISVILLE	WAVE-TV	x			x	George Patterson

LOUISIANA

ALEXANDRIA	KALB-TV			x	x	Tom Palmer
BATON ROUGE	WAFB-TV	x			x	T. E. Gibbens
	WBRZ	x			x	John Ferguson
LAFAYETTE	KLFY				x	
LAKE CHARLES	KPLC-TV		x	x	x	Don Johnson
	KTAG-TV		x		x	John Bowdreau
MONROE	KNOE-TV		x		x	Harry Arthur
NEW ORLEANS	WDSU-TV				x	Ivy de Louche
	WJMR-TV				x	George A. Mayoral
SHREVEPORT	KSLA-TV	x			x	John Renshaw
	KTBS-TV	x	x		x	Pat White

MAINE

BANGOR	WABI-TV				x	Richard B. Bronson
	W-TWO	x	x	x	x	
PORTLAND	WCSH-TV	x	x		x	Bill Kerkos
	WGAN-TV				x	Samuel G. Henderson Jr.

MARYLAND

BALTIMORE	WAAM		x	x	x	Herbert B. Cahan
	WBAL-TV		x		x	Sydney Barbet
	WMAR-TV		x		x	David V. B. Stickle
SALISBURY	WBOC-TV			x	x	J. W. Downing Jr.

MASSACHUSETTS

BOSTON	WBZ-TV		x		x	Bob Duffield
	WNAC-TV				x	James Pike
	WTAO-TV		x	x	x	Wallace Dunlap

City & state	Call letters	AM	Aft	Eve	Late	Contact
PITTSFIELD	WMGT			x	x	M. R. Bolender
SPRINGFIELD	WHYN-TV		x	x	x	Kendall Smith
	WWLP	x	x		x	Wallace Sawyer

MICHIGAN

ANN ARBOR	WPAG-TV				x	R. W. Kirkpatrick
BAY CITY	WNEM-TV	x	x		x	Tom Mathews
CADILLAC	WWTW		x		x	Alex Monahan
DETROIT	CKLW-TV		x	x	x	Art MacColl
	WJBK-TV	x	x		x	Bob Buchanan
	WWJ-TV		x		x	Frank Picard
	WXYZ-TV	x	x		x	John Pival
GRAND RAPIDS	WOOD-TV		x		x	Robert Smith
KALAMAZOO	WKZO-TV				x	Charles Lynch
LANSING	WTOM-TV		x		x	Kenneth Borst
SAGINAW	WKNX-TV			x	x	William J. Edwards
TRAVERSE CITY	WPBN-TV			x	x	John Anderson

MINNESOTA

AUSTIN	KMMT		x		x	Gene P. Loffler
DULUTH-						
SUPERIOR	KDAL-TV				x	Earl Henton
MINNEAPOLIS-	KEYD-TV			x	x	R. C. Fransen
ST. PAUL	WCCO-TV	x	x		x	Harry Jones
	WTCN-TV	x	x	x	x	Gene Wecker
ROCHESTER	KROC-TV			x	x	Don Perry

MISSISSIPPI

JACKSON	WJTV				x	Mac Sepaugh
	WLBT				x	Maurice Thompson
MERIDIAN	WTOK-TV				x	George Shannon

MISSOURI

COLUMBIA	KOMU-TV		x		x	Charles Sigsbee
HANNIBAL	KHQA-TV	x			x	Charles Lotz Jr.
JEFFERS'N CITY	KRCG-TV	x	x		x	
JOPLIN	KOAM-TV		x	x	x	R. E. Wade
	KSWM-TV				x	Austin A. Harrison
KANSAS CITY	KCMO-TV		x		x	T. R. Thompson
	KMBC-TV	x	x		x	M. E. Greiner
	WDAF-TV		x		x	John Kriyas
ST. JOSEPH	KFEQ-TV	x	x		x	Gene Milsteen
ST. LOUIS	KSD-TV				x	Keith Gunther
	KTVI			x	x	Ted Westcott
SPRINGFIELD	KTTS-TV				x	Jack Lloyd

MONTANA

BILLINGS	KOOK-TV		x		x	Ed Peiss
BUTTE	KXLF-TV		x		x	Jim Manning
MISSOULA	KGVO-TV		x		x	Hugh E. Bader

NEBRASKA

HASTINGS	KHAS-TV				x	W. L. Murray
KEARNEY	KHOL-TV		x		x	K. Cooper
LINCOLN	KOLN-TV		x		x	Paul Jensen
OMAHA	KMTV				x	Glenn Harris
	WOW-TV		x		x	Bill McBride

NEVADA

LAS VEGAS	KLAS-TV		x		x	James A. Lilly
	KLRJ-TV				x	Rick Williams

NEW HAMPSHIRE

MANCHESTER	WMUR-TV			x	x	W. A. Gildersleeve
------------	---------	--	--	---	---	--------------------

NEW MEXICO

ALBUQUERQUE	KGGM-TV				x	Ed Sanchez
	KOAT-TV			x	x	Walter J. Stiles
	KOB-TV			x	x	Dorothy Smith

NEW YORK

ALBANY	WROW-TV		x		x	
BINGHAMTON	WNBF-TV				x	Ed Scala
BUFFALO	WGR-TV		x		x	Van Beuren DeVries
CARTIAGE	WCNY-TV		x	x		David M. Graves
KINGSTON	WKNY-TV			x		Ernie Ward
NEW YORK	WABC-TV		x		x	George Rice
	WABD		x	x	x	Henry Humphrey
	WATV		x	x	x	Bob Paskow
	WCBS-TV		x	x	x	William Lacey
	WOR-TV		x	x	x	Mil Fenster
	WPIX		x		x	Albert Hartigan
	WRCA-TV				x	Jay J. Heitin
PLATTSBURG	WIRI		x		x	Carl Stohn Jr.
ROCHESTER	WHAM-TV		x	x	x	David D. Manning
	WHEC-TV			x	x	J. P. Reidenbach
	WVET-TV				x	Paul C. Louthier,
						Arthur V. Cook
SYRACUSE	WHEN-TV			x	x	Gordon Alderman
	WSYR-TV		x	x		Wm. V. Rothrum
UTICA	WKTV				x	Frank Gruenwald

NORTH CAROLINA

ASHEVILLE	WLOS-TV			x	x	Sterling W. Wright
CHARLOTTE	WBTV		x		x	Nat Tucker
DURHAM	WTVD		x	x	x	Dale Baum
GREENSBORO	WFMY-TV		x		x	Jack Wiggins
GREENVILLE	WNCT		x		x	Eck Wall
WASHINGTON	WITN			x	x	Hal Wilson
WILMINGTON	WMFD-TV				x	Clint Long
WINST'N-SALEM	WSJS-TV		x	x	x	John Comas

NORTH DAKOTA

BISMARCK	KBMB-TV				x	Judy Lawton
FARGO	WDAY-TV		x	x	x	Ken Kennedy
MINOT	KCJB-TV			x	x	Judy Lawton
VALLEY CITY	KXJB-TV				x	Judy Lawton

OHIO

AKRON	WAKR-TV			x	x	Bloyce M. Wright
ASHTABULA	WICA-TV				x	
CINCINNATI	WCPO-TV		x	x	x	Harvey Freeman
	WKRC-TV			x	x	Barry Hersh
	WLW-T		x	x	x	Art Nevins
CLEVELAND	WEWS		x		x	Floyd E. Weidman
	WNBK		x	x	x	Al O'Deal
	WXEL		x	x	x	Ben Wickham
COLUMBUS	WBNS-TV		x	x	x	Jerome R. Reeves
	WLW-C			x	x	Bud Gillis
	WTVN-TV		x	x		Richard McKinney
DAYTON	WHIO-TV				x	Chuck Gay
LIMA	WIMA-TV				x	
	WLW-D				x	H. P. Lasker
STEUBENVILLE	WSTV-TV		x	x		Joseph Troesch
TOLEDO	WSPD-TV				x	Elaine Phillips
YOUNGSTOWN	WFMJ-TV			x	x	Alan Southmayd
	WKBN-TV		x	x		J. L. Bowden
ZANESVILLE	WHIZ-TV				x	Ed Fisher

(CONTINUED)

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FILM SPECTACULARS OF OUR TIME!**

SELZNICK

presents


Selznick International presents

I'LL BE SEEING YOU

 starring **GINGER ROGERS**
JOSEPH COTTEN • SHIRLEY TEMPLE

Produced by Dore Scharf


**JENNIFER JONES • JOSEPH COTTEN
ETHEL BARRYMORE**
in PORTRAIT OF JENNIE

 with Lillian GISH • Cecil KELLAWAY • David WAYNE
Produced by **DAVID O. SELZNICK**
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(CONTINUED)

City & state	Call letters	AM	Aft	Eve	Late	Contact
OKLAHOMA						
ENID	KGEO-TV			x		George Streets
LAWTON	KSWO-TV		x	x		Paul Goode
OKLA. CITY	KTVQ			x		L. W. Myers
	KWTV	x		x		Perry Dickey
	WKY-TV		x			Robert Olson
TULSA	KOTV		x	x		Dick Campbell
	KTVX		x	x	x	Ben January
	KVOO-TV		x	x		Alan Cox
OREGON						
EUGENE	KVAL-TV		x	x		S. W. McCready
MEDFORD	KBES-TV		x	x		Jerold Poulos
PORTLAND	KLOR		x	x	x	S. John Schile
	KOIN-TV		x	x		Tad Williams
	KPTV		x	x	x	Dick Norman
PENNSYLVANIA						
ALTOONA	WFBG-TV		x	x	x	H. B. Shook
BETHLEHEM	WLEV-TV			x		Thos. R. Nunan Jr.
EASTON	WGLV		x	x		Peter F. Gallagher
ERIE	WICU	x	x	x		John Cook
	WSEE-TV		x	x		Frank Herrick
HARRISBURG	WCMB-TV		x	x	x	Ed K. Smith
	WHP-TV		x	x		Dick Redmund
	WTPA	x	x	x		
JOHNSTOWN	WARD-TV			x	x	Robert R. Nelson
	WJAC-TV			x		Frank Cummins
PHILADELPHIA	WCAU-TV		x	x	x	Norman Leebron
	WFIL-TV		x	x		Ralph Goldstein, George Koehler
	WPTZ		x	x	x	Edward Murray
PITTSBURGH	KDKA-TV			x		Dick Dreyfuss
READING	WHUM-TV	x	x	x		Bob Martin
SCRANTON	WARM-TV		x	x		Joe Salsburg
	WGBI-TV		x	x	x	Mort Rosenthal
WILKES-BARRE	WILK-TV		x			F. J. Lee
YORK	WNOV-TV			x		Richard E. Burg
	WSBA-TV		x	x		Jim Curtis
RHODE ISLAND						
PROVIDENCE	WJAR-TV		x	x		William Cooper
SOUTH CAROLINA						
ANDERSON	WAIM-TV	x	x	x	x	Virginia Barath
CHARLESTON	WCSC-TV		x			Russell D. Long
COLUMBIA	WCOS-TV		x	x		Charles W. Pittman
	WIS-TV		x	x		Adrian R. Munzell
	WNOK-TV		x	x		R. L. Brown
FLORENCE	WBTW			x		George B. Burnette
GREENVILLE	WFBC-TV	x	x	x		Wilson C. Wearn
	WGVL		x	x		Ben Greer
SOUTH DAKOTA						
SIOUX FALLS	KELO-TV				x	Joe Floyd
TENNESSEE						
CHATTANOOGA	WDEF-TV		x	x		Morris Quave
JACKSON	WDXI-TV		x	x		Jim Hoppers
JOHNSON CITY	WJHL-TV	x	x	x		Walter Heeb
KNOXVILLE	WATE-TV	x	x			J. H. Reese
	WTVK-TV		x	x		Bill Eckstein
MEMPHIS	WHBQ-TV		x			Gordon Lawhead
NASHVILLE	WLAC-TV		x	x		Roy A. Smith
	WSIX-TV	x	x	x		R. D. Stanford, Jr.
	WSM-TV		x	x		Elmer Cartwright

City & state	Call letters	AM	Aft	Eve	Late	Contact
TEXAS						
ABILENE	KRBC-TV	x	x	x		Forest Lane
AMARILLO	KFDA-TV	x		x		Dan Hayslett
	KGNC-TV	x		x		Bob Watson
AUSTIN	KTBC-TV			x		Elmo Brown
BEAUMONT	KFDM-TV	x		x		Mott M. Johnson
CORP'S CHRISTI	KVDO-TV	x		x		Van Williams
DALLAS	KRLD-TV	x		x		Nick Mueller
	WFAA-TV	x		x		Dunlap Clark
EL PASO	KROD-TV	x		x		Dick Watts
	KTSM-TV		x	x		Jack Rye
	XEJ-TV	x	x	x		H. Gutierrez
FORT WORTH	KFJZ-TV	x	x	x		Arno Mueller Jr.
	WBAP-TV	x		x		Lynn Trammell
GALVESTON	KGUL-TV	x		x		Bud Johnson
HARLINGEN	KGBT-TV			x		Troy McDaniel
HOUSTON	KTRK-TV	x	x	x		Hugh C. Pickett
LONGVIEW	KTYE	x	x	x		A. James Henry
LUBBOCK	KCBD-TV	x		x		Bob Snyder
	KDUB-TV	x	x	x		Ray Trent
LUFKIN	KTRE-TV		x			Richman Lewin
SAN ANGELO	KTXL-TV	x		x		Doug Thompson
SAN ANTONIO	KCOR-TV			x		
	KENS-TV			x		Ed Uhler Jr.
	WOAI-TV	x		x		French W. Ferguson
SWEET WATER	KPAR-TV	x	x	x		Ray Trent
TEMPLE	KCEN-TV	x	x	x		Harry Abbott
TEXARKANA	KCMC-TV	x				Charles E. Wade
WACO	KANG-TV			x		Bob Walker
WESLACO	KRGV-TV			x	x	Jim Cook
WICHITA FALLS	KFDX-TV	x		x		Howard H. Fry
	KWFT-TV	x				Kenyon Brown

UTAH

SALT L'KE CITY	KSL-TV				x	Richard V. Thiriot
	KTVT	x	x	x	x	Jim Chubb
	KUTV		x	x	x	Brent Kirk

VERMONT

BURLINGTON	WCAX-TV				x	Sherman Rutter
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VIRGINIA

LYNCHBURG	WLVA-TV	x		x	x	Warren Uttal
NORFOLK	WTAR-TV				x	Patrick C. Arnoux
	WVEC-TV	x	x		x	L. W. Kliewer
RICHMOND	WXEX-TV	x	x		x	Paul Jensen
ROANOKE	WDBJ-TV	x	x	x	x	Paul E. Reynolds
	WSLS-TV	x	x		x	Horace Fitzpatrick

WASHINGTON

BELLINGHAM	KVOS-TV		x	x	x	David Mintz
SEATTLE	KING-TV	x	x		x	Lee Schulman
	KOMO-TV		x		x	Dave Crockett
SPOKANE	KHQ-TV				x	Bill Neilson
	KREM-TV				x	Louis Wasmer
	KXLY-TV	x		x		Richard Jones
TACOMA	KTNT-TV	x	x		x	Burke Ormsby
	KTVW	x			x	Howard Perkin
YAKIMA	KIMA-TV				x	Jim Nolan

WEST VIRGINIA

BLUEFIELD	WHIS-TV		x	x	x	
CHARLESTON	WCHS-TV				x	Morton S. Cohn
HUNTINGTON	WHTN-TV	x			x	Bob Hamlin
	WSAZ-TV	x			x	Gayle McCracken
OAK HILL	WOAY-TV			x	x	Operations Desk
PARKERSBURG	WTAP		x		x	
WHEELING	WSTV-TV	x	x		x	Joseph Troesch
	WTRF-TV	x	x		x	H. N. Smith

WISCONSIN

EAU CLAIRE	WEAU-TV				x	R. P. Kepler
GREEN BAY	WBAY-TV				x	Jim Krause
LA CROSSE	WKBT		x	x		Raymond Skaran

City & state	Call letters	AM	Aft	Eve	Late	Contact
MADISON	WKOW-TV				x	Frank Bignell
	WMTV		x		x	Morton J. Wagner
MARINETTE	WMBV-TV		x		x	Patrick Kehoe
MILWAUKEE	WISN-TV		x		x	
	WTMJ-TV				x	N. V. Bakke
	WXIX	x	x		x	
SUPERIOR-						
DULUTH	KDAL-TV				x	Earl Henton
WAUSAU	WSAU-TV		x		x	James Harelson

WYOMING

CHEYENNE	KFBC-TV		x		x	R. S. McCracken
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ALASKA

ANCHORAGE	KENI-TV		x		x	Fletcher; Day
	KTVA			x		TV, Inc., N. Y.
FAIRBANKS	KFAR-TV				x	Miriam Kinsey
	KTVF				x	TV, Inc., N. Y.

HAWAII

HONOLULU	KGMB-TV		x	x	x	Melvin B. Wright
	KONA		x	x		Jim Spencer
	KULA-TV		x	x	x	Art Spinkle

PUERTO RICO

SAN JUAN	WKAQ-TV		x		x	Carlos Garcia
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CANADA**ALBERTA**

CALGARY	CHCT-TV				x	Ted Bissland
EDMONTON	CFRN-TV		x		x	S. S. Lancaster
LETHBRIDGE	CJLH-TV			x	x	Bob Ranson

BRITISH COLUMBIA

VANCOUVER	CBUT			x		Peter Francis
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MANITOBA

WINNIPEG	CBWT			x		Peter Francis
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NEW BRUNSWICK

MONCTON	CKCW-TV		x		x	H. Button
ST. JOHN	CHSJ-TV				x	

NEWFOUNDLAND

ST. JOHN'S	CJON-TV				x	D. Jamieson
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NOVA SCOTIA

HALIFAX	CBHT			x		Peter Francis
SYDNEY	CJCB-TV				x	

ONTARIO

BARRIE	CKVR-TV		x			Claude Baikie
KINGSTON	CKWS-TV		x	x	x	R. W. Hofstetter
KITCHENER	CKCO-TV				x	W. D. McGregor
LONDON	CFPL-TV		x		x	Robert A. Reinhart
OTTAWA	CBOFT		x			Peter Francis
	CBOT		x			Peter Francis
PORT ARTHUR	CFPA-TV			x	x	Ralph H. Parker
SUDBURY	CKSO-TV		x		x	
TORONTO	CBLT		x			Peter Francis
WINDSOR	CKLW-TV		x	x	x	Arthur MacColl
WINGHAM	CKNX-TV				x	Don Hildebrand

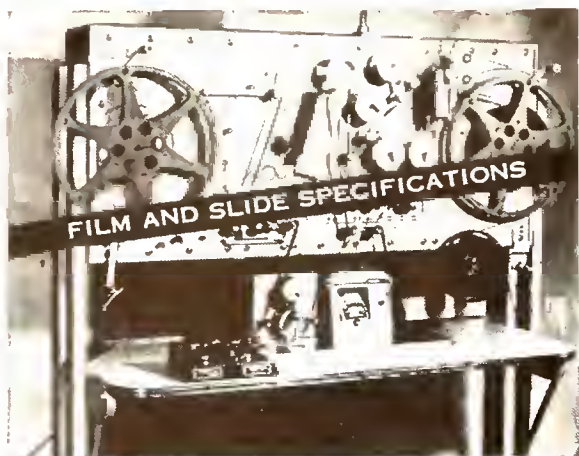
QUEBEC

JONQUIERE	CKRS-TV				x	
MONTREAL	CBFT		x			Peter Francis
	CBMT		x			Peter Francis
QUEBEC	CFCM-TV		x		x	Suzanne Guinnard
RIMOUSKI	CJBR-TV		x		x	Francois Raymond

SASKATCHEWAN

SASKATOON	CFQC-TV		x		x	Walter Romanow
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film & slides



symbol

* station abides by SRA ID standards
tr—transparency; op—opaque

● Of the 465 stations that supplied information regarding their use of film and slides, 385 subscribed to SRA—Station Representatives Association—standards for three-quarter screen shared ID's and full screen eight-second station breaks. That's a whopping 83% of all respondents. In 1955 only 67% subscribed to SRA standards. 16 mm motion picture projectors are used by 327 stations or 70% of the respondents; one station reports using 35 mm only while 36 stations (8%) use both 16 mm and 36 mm projectors. 344 of the stations use transparency slides. That is 74% of the total respondents while 154 report the use of opaques. That is just 33% of those responding. Full data for each station including slide sizes, projectors used, hours required for art, and station contact appear below in listings.

ALABAMA

City	Call letters	mm	Slides tr. op.	Projectors	Adv. for art work—hours	Contact
BIRMINGHAM	*WABT	16	2x2	DuMont Eastman	72	Chas. Grisbam
	*WBRC-TV	16	2x2 3x4	Holmes	48	M. D. Smith
DECATUR	*WMSL-TV	16	2x2	RCA	72	James King
MOBILE	WALA-TV	16	2x2	RCA	48	H. K. Martin
	*WKRQ-TV	16	2x2	GE	48	C. Persons, Jr.
MONTGOMERY	*WCOV-TV	16	2x2	RCA	72	H. M. Smith
	*WSFA-TV	16	2x2	Gray	72	G. R. Jacobsen

ARIZONA

PHOENIX	KOOL-TV	16	2x2 4x5	DuMont	72	Doug. Carruth
	*KPHO-TV	16	2x2		72	C. A. Larson
	KTVK	16	2x2	RCA	48	B. B. LaDow
	KVAR	16	2x2	DuMont RCA	72	E. W. Harvey
TUCSON	*KOPO-TV	16	2x2	DuMont	4 days	Jack Martin
	KVOA-TV	16	2x2	Gray	72	J. Underwood
YUMA	*KIVA	16	2x2	DeVry	48	R. C. Smucker

ARKANSAS

EL DORADO	*KRBB	16	2x2	Sarkes Tarzian	2 days	Bill Bigley
FT. SMITH	*KFSA-TV	16	2x2	Selectro	48	Pat Porta
LITTLE ROCK	*KARK-TV	16	2x2	RCA	72	Lee Bryant
	*KATV	16	2x2	Selectro	72	James Moody
	*KTHV	16	2x2	Gray	72	W. V. Hutt
TEXARKANA	*KCMC-TV	16	2x2 3 1/4 x 4	GE; Gray	72	Ops. Desk

CALIFORNIA

City	Call letters	mm	Slides tr. op.	Projectors	Adv. for art work—hours	Contact
BAKERSFIELD	*KBAK-TV	16	2x2	RCA	48	
	*KERO-TV	16	2x2	Gray	48	
CHICO	*KHSL-TV	16	2x2	S&S	24	
EUREKA	*KIEM-TV	16	2x2	Selectro	96	
FRESNO	*KJEO-TV	16	2x2	Selectro	7 days	
	*KMJ-TV	16	2x2 4x5	Selectro Telop	2 days	
	*KVVG	16	2x2	Gray; GE	36	
LOS ANGELES	*KABC-TV	16&35	2x2	Eastman RCA	48	
	*KCOP	16&35	2x2	RCA	24	
	KHJ-TV	16&35	2x2	Gray	72	
	*KNXT	16&35	2x2 4x5	Gray	3 days	
	*KRCA	16&35	2x2	S&S Selectro	72	
	*KTLA	16&35	2x2	S&S Selectro	48	
	*KTTV	16&35	2x2	S&S	5 days	
	*KBET-TV	16	2x2	S&S	2 days	
SACRAMENTO	*KCCC-TV	16	2x2		72	
	KCRA-TV	16	2x2 4x5	Gray Telejector	72	
SALINAS	KSBW-TV	16	2x2	RCA	24	
SAN DIEGO	KFMB-TV	16	2x2	Gray; S&S	48	
	*KFSD-TV	16	2x2	Gray; RCA	48	
	XETV	16	2x2 4x5	Eastman	48	
SAN FRANCISCO	*KGO-TV	16&35	2x2	GE; S&S	48	
	*KPIX	16	2x2 4x5	Gray Selectro	48	
	*KRON-TV	16	2x2	Gray	72	
	*KSAN-TV	16	2x2 4x5	Holmes	48	

(CONTINUED ON PAGE 179)



"tower for two!"

Two RCA Superturnstile high-power high-gain antennas, Candelabra-mounted on Ideco Tower soar 1521 feet into the sky to serve two Dallas stations—WFAA-TV and KRLD-TV.

(SEE NEXT PAGE)

World's most unique TV antenna installation!

PROVIDES SAVINGS UPWARDS OF \$500,000

This unique antenna installation was developed by RCA and Ideco to meet the special needs of Stations WFAA-TV and KRLD-TV which have relocated transmitter sites and increased power in order to deliver greater coverage to the rich Dallas-Fort Worth, North Texas market area.

MULTIPLE ADVANTAGES

The RCA "Candelabra" represents a radical approach to TV antenna design. It promises broadcasters who desire the same antenna location such advantages as equal height and simplified transmission line installation combined with the economies of a common tower and single-site erection and construction costs. Through it, maximum height allowable under aeronautical regulation may be achieved for both antennas.

\$250,000 SAVINGS PER STATION

The cost of the complete Hill Tower installation, including tower, antennas, transmission lines and erection was close to one million dollars. Actual saving to each station is estimated at \$250,000—a total of a half million for the two. The tower was purchased and is operated by Hill Tower Corporation, which is owned jointly by the two stations.

WORLD'S SECOND TALLEST MAN-MADE STRUCTURE

The height of the tower from base to top of antenna is 1521 feet. This two-in-one antenna installation is the second tallest man-made structure in the world.

Atop the tower is mounted the antenna platform, 80 feet across and 12 feet high. It is triangular in shape to fit the tower's cross-section pattern. The RCA antennas occupy two of the corners . . . with a counterweight on the third corner.

ASK YOUR RCA BROADCAST SALES REPRESENTATIVE . . .

Your Broadcast Sales Representative will be glad to answer your questions about television antennas and show you how RCA can provide you with the kind you need. In Canada, write RCA VICTOR Company, Ltd., Montreal.

OTHER INTERESTING FACTS ABOUT "HILL TOWER"

WFAA-TV ANTENNA. RCA Type TF-12AH for effective radiated power of 316 kw. Height 82' 9". Channel 8.

KRLD-TV ANTENNA. RCA Type TF-6BM for effective radiated power of 100 kw. Height 82' 9". Channel 4.

Both antennas are designed to withstand winds anticipated at high altitudes.

ELEVATOR for carrying personnel up the tower to the 1435-foot level. Operated by new electronic control system.

CATWALKS run out from elevator landing in center of platform to three corners of platform, for necessary maintenance.

LINE-OF-SIGHT DISTANCE, tower top to horizon, approximately 60 miles.

Tower structure nearing half-way mark.



RADIO CORPORATION of AMERICA
BROADCAST AND TV EQUIPMENT
CAMDEN, N. J.

ONNUED FROM PAGE 176)

CALIFORNIA (cont.)

City	Call letters	mm	Slides tr.	op.	Projectors	Adv. for art work—hours	Contact
LOS ANGELES	*KNTV	16	2x2		Telejector	72	Robert Murray
LOS ANGELES	*KVEE-TV	16	2x2	4x5	DuMont	4 days	Sl. Darrah
LOS ANGELES	*KEY-TV	16	2x2		S&S	48	R. Sickles
LOS ANGELES	*KQVR	16	2x2		GE; S&S	48	Frank King

COLORADO

DENVER	*KKTU	16	2x2		Gray	48	Cecil Seavey
DENVER	*KRDO-TV	16	2x2		Gray	72	Ed Jones
DENVER	*KBTU	16	2x2		RCA	24	John Henry
DENVER	*KLZ-TV	16	2x2	3 1/4 x 4	Gray Sup-Proj.	72	C. H. Bruce
DENVER	*KOA-TV	16	2x2	4x5	Gray	72	H. Siddons
DENVER	*KTVR	16	2x2		S&S	48	J. McKinley
DENVER	*KFXJ-TV	16	2x2		RCA	72	R. Robinson
DENVER	*KCSJ-TV	16&35	2x2		RCA	72	Jerry Gordon

CONNECTICUT

HARTFORD	*WICC-TV	16	2x2			1 wk	M. Slater
HARTFORD	*WGTH-TV	16	2x2	4x5	Gray	48	Dan German
HARTFORD	*WKBN-TV	16	2x2		S&S; Gray	72	Phil Corvo
HARTFORD	*WNHC-TV	16	2x2		Sup-Proj. Telejector	1 wk	J. V. Callanan

DISTRICT OF COLUMBIA

WASHINGTON	*WRC-TV	16&35	2x2		Selecto		Chas. Delozier
WASHINGTON	*WTOP-TV	16	2x2	4x5	Gray; RCA		Peter Masters
WASHINGTON	*WTTG	16	2x2		Holmes	24	G. Griesbawer

FLORIDA

MIAMI	*WTV	16	2x2	4x5	RCA	72	Paul Rust
MIAMI	*WMBR-TV	16	2x2		GE; S&S	5 days	Walter Kopec
MIAMI	*WGBS-TV	16	2x2		Gale-Dorothea	48	John Crosby
MIAMI	*WTVJ	16	3 1/4 x 4		GE	72	Bill Reed
MIAMI	*WDBO-TV	16	2x2		Gray	72	A. V. Carlson
MIAMI	*WEAR-TV	16	2x2		RCA	24	Jerry Williams
MIAMI	*WFLA-TV	16	2x2		Gray	72	Wm. B. Faher
MIAMI	*WSUN-TV	16	2x2	4x5	RCA; Telop	1 wk	Bob Gilbert
MIAMI	*WTVT	16	2x2		Gray	48	Herb Buck
MIAMI BEACH	*WEAT-TV	16	2x2		Gray	72	E. J. Hennessy
MIAMI BEACH	*WIRK-TV	16	2x2		RCA	96	Sherlee Barish
MIAMI BEACH	*WJNO-TV	16	2x2		Gray	72	W. Housner

GEORGIA

ATLANTA	*WALB-TV	16	2x2	4x5	Gray	24	Jack Mayer
ATLANTA	*WAGA-TV	16	2x2		RCA	5 days	J. W. Collins
ATLANTA	*WLW-TV	16	2x2		Gray; RCA	72	Jim Sharp
ATLANTA	*WSB-TV	16	2x2	4x5	RCA	48	M. Bartlett
ATLANTA	*WJBF-TV	16	2x2		Gray	48	Ben Greer
ATLANTA	*WRDW-TV	16	2x2		Gray		S. Spencer
ATLANTA	*WDAK-TV	16	2x2		Gray	48	N. M. Brkne
ATLANTA	*WRBL-TV	16	2x2		GE	72	G. Jenkins
ATLANTA	*WSAV-TV	16	2x2		Gray	72	Tom Belcher
ATLANTA	*WCTV	16	2x2		Gray	72	Joe Housford

IDAHO

City	Call letters	mm	Slides tr.	op.	Projectors	Adv. for art work—hours	Contact
BOISE	*KBOI-TV	16		3 1/2 x 5	DuMont	48	Earl Glade, Jr.
BOISE	*KIDO-TV	16	2x2	3x4	RCA	48	Jack Link
IDAHO FALLS	*KID-TV	16	2x2		RCA	48	Claud Cain
LEWISTON	*KLEW-TV	16	2x2		Holmes		W. Thomas
TWIN FALLS	*KLIX-TV	16	2x2		Gray	24	Dave Fox

ILLINOIS

CHAMPAIGN	*WCIA	16	2x2		S&S	72	Jim Fielding
CHICAGO	*WBBM-TV	16&35			LaBelle RCA	48	Harry Coon
CHICAGO	*WBKB	16&35	2x2		S&S	72	Clark Helder
CHICAGO	*WGN-TV	16&35		3 1/4 x 4	Bausch & Lomb	48	J. E. Faraghan
CHICAGO	*WNBQ	16&35	2x2		Rotocolor	72	G. Heinemann
DANVILLE	*WDAN-TV	16	2x2		S&S	48	John Eckert
DECATUR	*WTVP	16	2x2		Gray	48	R. G. Wright
HARRISBURG	*WSIL-TV	16	2x2		S&S	1 wk	Bill Plater
PEORIA	*WEEK-TV	16	2x2	3 1/4 x 4	GE	48	William Flynn
PEORIA	*WTVH	35	2x2		RCA	48	Gene Dybirg
QUINCY	*WGEM-TV	16	2x2	4x5	DuMont	72	Wm. Vaughn
ROCKFORD	*WREX-TV	16	2x2		DuMont	72	Rod Macdonald
ROCKFORD	*WTVQ	16	2x2	3 1/4 x 4	Tressel	72	J. Kellin, Jr.
ROCK ISLAND	*WHBF-TV	16	2x2	4x5	DuMont	72	M. J. Corken
SPRINGFIELD	*WICS	16	2x2		Gray	48	H. J. Hoskins

INDIANA

ELKHART	*WSJV-TV	16	2x2		RCA	72	Ed Lasko
EVANSVILLE	*WEHT	16	2x2		RCA	72	R. Garrett
EVANSVILLE	*WFIE-TV	16	2x2		GPL	72	Robert Dean
FORT WAYNE	*WIN-TV	16	2x2	3x4	Gray	72	Ben K. West
FORT WAYNE	*WKJG-TV	16	2x2	3 1/4 x 4	GE	1 wk	G. O. Mahlock
INDIANAPOLIS	*WFBM-TV	16	2x2	4x5	DuMont	72	Earl Johnson
INDIANAPOLIS	*WISH-TV	16	2x2	3x4	Tressel	72	R. McConnell
LAFAYETTE	*WFAM-TV	16	2x2	3x4	Projectall	72	Jas. R. Potter
SOUTH BEND	*WNDU-TV	16	2x2		RCA	72	J. Leonard
SOUTH BEND	*WSBT-TV	16	2x2		S&S	1 wk	B. Holloway
TERRE HAUTE	*WTHI-TV	16	2x2		RCA	1 days	Ben Faller, Jr.

IOWA

CEDAR RAPIDS	*KCRG-TV	16	2x2		Gray	1 wk	M. McClenahan
CEDAR RAPIDS	*WMT-TV	16	2x2		RCA	72	Ops. desk
DAVENPORT	*WOC-TV	16	2x2		RCA	72	E. Sanders
DES MOINES	*KRNT-TV	16&35	2x2		Gray	96	Dick Covey
DES MOINES	*WHO-TV	16	2x2	4x5	Gray	1 wk	Ken G. Feller
DES MOINES	*WOI-TV	16	2x2		Gray	72	Bob Mulhall
FORT DODGE	*KQTV	16	2x2	3x4	GE	1 wk	Max Landes
MASON CITY	*KGLO-TV	16		4x5	DuMont	48	H. R. Ohrt
OTTUMWA	*KTVO	16	2x2		Gray; RCA	48	Al Cunningham
SIOUX CITY	*KTIV	16	2x2		RCA	96	Larry Kurtz
SIOUX CITY	*KVTU	16	2x2	3 1/4 x 1 1/4	GE Selecto	96	Norman Bacon
WATERLOO	*KWVL-TV	61	2x2		DuMont	6	B. Blumberg

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KANSAS

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
GREAT BEND	*KCKT-TV	16	2x2	3¼x4	GE; Gray	24	Otis Cowan
PITTSBURG	*KOAM-TV	16	2x2		RCA; Gray	72	R. E. Wade
TOPEKA	*WIBW-TV	16	2x2	4x5	Gray	48	Hilton Hodges
WICHITA	*KAKE-TV	16	2x2		Gray	72	Don Waldron
	*KARD-TV	16	2x2		Gray	48	Jack Park
	*KEDD	16	2x2		Gray	48	Nevin McCord
	*KTVH	16	2x2		RCA	48	E. W. Dollier

KENTUCKY

LEXINGTON	*WLEX-TV	16	2x2		Gray	72	H. C. Barfield
LOUISVILLE	*WAVE-TV	16	2x2		Selectro	48	Pat O'Hara

LOUISIANA

ALEXANDRIA	*KALB-TV	16		4x5	DuMont	48	W. L. Cobb
BATON ROUGE	*WAFB-TV	16	2x2		RCA	36	R. Litteral
	*WBRZ	16	2x2	4x5	RCA	72	J. L. Mayeux
LAFAYETTE	*KLFY-TV	16	2x2		DuMont	72	John Selleck
LAKE CHARLES	*KPLC-TV	16&35	2x2		GE	48	David Wilson
	*KTAG-TV	16	2x2		Gray	72	W. F. Hession
MONROE	*KNOE-TV	16	2x2		RCA	3 days	J. Ansell, Jr.
NEW ORLEANS	*WDSU-TV	16	2x2	3¼x4	GE	48	A. Louis Reed
	*WJMR-TV	16	2x2	3¼x4	Bell & Howell GE	72	G. A. Mayoral
SHREVEPORT	*KSLA-TV	16	2x2	4x5	DuMont Gray	48	Deane R. Flett
	*KTBS-TV	16	2x2		DuMont	24	Halgler Henry

MAINE

BANGOR	*WABI-TV	16	2x2		Gray; RCA	72	L. H. Nelson
	*W-TWO	16&35	2x2		RCA	48	Wm. O. Clark
PORTLAND	*WCSH-TV	16	2x2		Gray; RCA	72	B. McGorrill
	*WGAN-TV	16	2x2		S&S	72	R. E. Bates

MARYLAND

BALTIMORE	*WAAM	16	2x2	3¼x4	Gray	48	Ken Carter
	*WBAL-TV	16	2x2	3x4	Gray; RCA	48	W. K. Frelert
	*WMAR-TV	16	2x2		RCA	48	E. A. Lang
SALISBURY	*WBOC-TV	16	2x2	4x5	Gray; RCA	72	C. J. Truitt

MASSACHUSETTS

BOSTON	*WBZ-TV	16	2x2		GE; RCA	72	Carl Lawton
	*WNAC-TV	16&35	2x2	3¼x4	Bell & Howell	6 days	Tony Lang
	*WTAO-TV	16	2x2		RCA	10 days	W. Dunlap
PITTSFIELD	*WMGT	16	2x2		RCA	1 wk	Alan Vaber
SPRINGFIELD	*WHYN-TV	16	2x2	3¼x4	GE	2 wk	M. Horn
	*WWLP	16&35	2x2		Eastman	72	Gay Campbell

MICHIGAN

ANN ARBOR	*WPAG-TV	16		3x4	Beseler GE	2 days	Edw. Baughn
BAY CITY	*WNEM-TV	16	2x2	4x5	DuMont	72	Ops. desk
CADILLAC	*WWTW	16	2x2	3¼x4	GE	1 wk	Alex Monahan
DETROIT	*CKLW-TV	16	2x2		Gray	48	N. Hawkins
	*WJBK-TV	16	2x2		GE; Gray	24	Bill Michaels

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
	*WWJ-TV	16	2x2	4x5	Selectro Telejector	48	Do. DeGryse
	*WXYZ-TV	16&35	2x2		Eastman	48	Jo. P. Pitt
GRAND RAPIDS	*WOOD-TV	16	2x2	4x5	Gray	1 wk	Da. H.
KALAMAZOO	*WKZO-TV	16	2x2	4x5	Gray	72	D. DeGryse
LANSING	*WJIM-TV	16	2x2		Gray	1 wk	Ke. Bie
	*WTOM-TV	16	2x2		Gray	72	Ed. Arto
SAGINAW	*WKNX-TV	16	2x2		RCA	72	W. Lam
TRAVERSE CITY	*WPBN-TV	16	2x2	3¼x4	Projectall	72	Jo. An

MINNESOTA

AUSTIN	*KMMT	16		4x5	DuMont	2 days	Do. Jon.
DULUTH-SUPERIOR	*KDAL-TV	16	2x2		RCA	48	Do. L.
	*WDSM-TV	16	2x2	3¼x4	Gray; GE	48	E. C.
MINNEAPOLIS-ST. PAUL	*KEYD-TV	16	2x2	4x5	Gray; RCA	48	Bo. Joph
	*WCCO-TV	16	2x2	3¼x4	Eastman GE	48	Do. Pe
	*WTCN-TV	16	2x2	3¼x4	GE	24	H. odr
ROCHESTER	*KROC-TV	16	2x2		RCA	72	D. gre

MISSISSIPPI

JACKSON	*WJTV	16	2x2		GE	72	Ke. 'ar
	*WLBT	16	2x2		Gray	72	Fr. L. Ba
MERIDIAN	*WTOK-TV	16	2x2		Gray	72	W. Cov

MISSOURI

COLUMBIA	*KOMU-TV	16	2x2		S&S	72	J. O.
HANNIBAL	*KHQA-TV	16	2x2	4x5	DuMont	48	Or. D.
JEFFERSON CITY	*KRCG-TV	16	2x2		RCA	48	G. ed
JOPLIN	*KOAM-TV	16	2x2		Gray; RCA	72	Lo. M
	*KSWM-TV	16	2x2		Gray; RCA	1 wk	A. arri
KANSAS CITY	*KCMO-TV	16	2x2	4x5	Gray; RCA	72	S. Tre
	*KMBC-TV	16	2x2		Gray	72	G. H. g
	*WDAF-TV	16	2x2	4x5	Gray; RCA	72	Ja. harri
ST. JOSEPH	*KFEQ-TV	16	2x2		Gray	72	G. Gr
ST. LOUIS	*KSD-TV	16	2x2		S&S	72	K. G
	*KTVI	16	2x2		RCA	72	J. hal
	*KWK-TV	16	2x2	3x4	Gray; S&S	48	Jo. Ti
SEDALIA	*KDRO-TV	16	2x2		GE	72	Ja. Cav
SPRINGFIELD	*KTTS-TV	16	2x2		RCA	24	K. MacAnd
	*KYTV	16&35	2x2		RCA	72	Ci. For

MONTANA

BILLINGS	*KOOK-TV	16	2x2	4x5	DuMont Selectro	48	E. 'el
BUTTE	*KXLF-TV	16	2x2		Gray	96	JI. Man
GREAT FALLS	*KFBB-TV	16	2x2	4x5	DuMont	48	W. Bla
MISSOULA	*KGVO-TV	16	2x2		Holmes	72	H. L. R

NEBRASKA

HASTINGS	*KHAS-TV	16	2x2		Gray	72	B. S
KEARNEY	*KHOL-TV	16	2x2	3¼x4	GE; S&S	72	J. Gilb
LINCOLN	*KOLN-TV	16	2x2		RCA	72	P. chup
OMAHA	*KMTV	16&35	2x2		RCA	48	J. Ande
	*WOW-TV	16	2x2		Selectro	72	J. s. Ill

NEVADA

City	Call letters	mm	Slides tr.	op.	Projectors	Adv. for art work—hours	Contact
SPRINGFIELD	*KLAS-TV	16	2x2		Gray	48	Jas. A. Lilly
	*KLRJ-TV	16	2x2		Gray	48	Bob Gardner
RENO	*KZTV	16	2x2		RCA	48	Richard Colon

NEW HAMPSHIRE

MANCHESTER	*WMUR-TV	16	2x2	3x4	S&S	72	T. C. Sawyer
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NEW MEXICO

ALBUQUERQUE	*KGGM-TV	16	2x2		RCA	48	Bob Van Driel
	*KOAT-TV	16	2x2	4x5	DuMont	48	Ted L. Snider
	*KOB-TV	16	2x2		Selectro	48	R. S. Nielsen
SAN JUAN	*KSWL-TV	16	2x2		Federal	72	P. B. McEvoy

NEW YORK

ALBANY	*WROW-TV	16	2x2		GPL Holmes	1 wk	T. S. Murphy
ALBANY	*WBNF-TV	16	2x2		Gray	72	C. Pollock
ALBANY	*WBEN-TV	16	2x2		Eastman Gray	4 days	C. Thompson
	*WBUF-TV	16	2x2	4x5	Gray	96	B. L. Brenner
	*WGR-TV	16	2x2		Gray; RCA	72	P. H. Curtis
ALBANY	*WCNY-TV	16	2x2		Gray	72	Glenn H. Hall
ALBANY	*WKNY-TV	16	2x2		Gray	1 wk	Herb Glendele
ALBANY	*WABC-TV	16&35	2x2		Bell & Howell	48	Daniel Norton
	*WABD	16&35	2x2	4x5	Bell & Howell RCA	72	Wm. Seaman
	*WATV	16	2x2		RCA	48	R. Amatrudi
	*WCBS-TV	16&35		4x5	Gray	4 days	M. Lonsberry
	*WOR-TV	16&35	2x2		GE; RCA Bell & Howell	24	Wm. Dix
	*WPIX	16&35	2x2		RCA	72	Alice Cook
	*WRCA-TV	16&35		4x5	RCA	2 wks	Stanford Lievy
ALBANY	*WIRI	16	2x2	4x5	DuMont	48	Joseph Levy
ALBANY	*WHAM-TV	16	2x2		GE	1 wk	Charles Clerka
	*WHEC-TV	16	2x2	3x4	GE; Gray	72	L. C. Wheeler
	*WVET-TV	16	2x2		GE; Gray	72	A. Murrell-wright
ALBANY	*WRGB	16	2x2		GE	1 wk	R. F. Reid
ALBANY	*WHEN-TV	16	2x2		S&S	72	G. Alderman
	*WSYR-TV	16	2x2	3 1/4 x4	GE; Gray	72	Fred T. Geiger
ALBANY	*WKTV	16	2x2	3 1/4 x4	Gray; GE, S&S	48	M. C. Fusco

NORTH CAROLINA

ASHEVILLE	*WLOS-TV	16	2x2	4x5	FTL Federal	72	B. H. Roberts
CHARLOTTE	*WBTV	16	2x2		Projectall	72	P. Kreidler
CHARLOTTE	*WTVD	16	2x2	4x5	DuMont	72	H. Middleton
CHARLOTTE	*WFMY-TV	16	2x2	4x5	DuMont	72	Joe B. Lake
CHARLOTTE	*WNCT	16	2x2		Tressel	72	J. Clark, Jr.
CHARLOTTE	*WITN	16&35	2x2	4x5	GE; Gray	72	Hal Wilson
CHARLOTTE	*WMFD-TV	16	2x2		RCA	72	R. Dunlea, Sr.
CHARLOTTE	*WSJS-TV	16&35	2x2		Selectro	72	Harry Shaw

NORTH DAKOTA

City	Call letters	mm	Slides tr.	op.	Projectors	Adv. for art work—hours	Contact
BISMARCK	*KBMB-TV	16		4x5	Bell & Howell	48	Fred Drewry
FARGO	*WDAY-TV	16	2x2	4x5	RCA; Telop	72	Jack Lester
MINOT	*KCJB-TV	16	2x2	4x5	DuMont	48	Chester Rietan
VALLEY CITY	*KXJB-TV	16	2x2	4x5	DuMont	48	Gene Hoag

OHIO

AKRON	*WAKR-TV	16	2x2	4x5	Gray, RCA	72	R. Bostian
ASHTABULA	*WICA-TV	16	2x2		Selectro	5 days	John Strasen
CINCINNATI	*WCPO-TV	16	2x2		GE	48	Earl Corbett
	*WKRC-TV	16	2x2	3 1/4 x4	Bell & Howell	48	George Rogers
	*WLW-T	16	2x2		Gray Selectro	48	R. K. Jones
CLEVELAND	*WEWS	16	2x2	4x5	GE	1 wk	John H. Foley
	*WNBK	16&35	2x2		Selectro	3 days	Gene Walz
	*WXEL	16	2x2	3 1/4 x4	GE; RCA	48	B. C. Wright
COLUMBUS	*WBNS-TV	16	2x2		RCA	48	J. R. Reeves
	*WLW-C	16	2x2		LaBelle	72	Dick Reed
	*WTVN-TV	16	2x2		Gray	48	R. C. Wiegand
DAYTON	*WHIO-TV	16	2x2		Gray	72	Chuck Gay
	*WLW-D	16	2x2		Gray	4 days	C. Whitecomb
LIMA	*WIMA-TV	16	2x2		GPL	1 wk	R. W. Mack
STEUBENVILLE	*WSTV-TV	16	2x2		Gray	72	Joe Proesch
TOLEDO	*WSPD-TV	16	2x2		Golde	2 wks	John Saunders
YOUNGSTOWN	*WFMJ-TV	16	2x2		RCA	24	M. F. Stanley
	*WKBN-TV	16	2x2		Eastman	48	J. I. Bowden
ZANESVILLE	*WHIZ-TV	16	2x2		GPL	7 days	Nate Milder

OKLAHOMA

ENID	*KGEQ-TV	16	2x2	4x5	RCA	72	G. Hornbaum
LAWTON	*KSWO-TV	16&35	2x2		Selectro	72	Bill Wheatley
OKLAHOMA CITY	*KTVQ	16	2x2		GE	72	J. R. Kirchner
	*KWTU	16	2x2	4x5	RCA	Varies	Perry Dickey
	*WKY-TV	16	2x2		RCA	72	Ops. Desk
TULSA	*KOTV	16	2x2	4x5	Selectro	72	M. Chambers
	*KTVX	16	2x2		Gray	5 days	Sid Lasher
	*KV00-TV	16	2x2	4x5	Gray	72	John Devine

OREGON

EUGENE	*KVAL-TV	16	2x2		RCA	18	Glenn Nickell
MEDFORD	*KBES-TV	16	2x2		Gpl	72	Ops. Desk
PORTLAND	*KLOR	16	2x2	4x5	DuMont	48	S. J. Schile
	*KOIN-TV	16	2x2		S&S	72	Ralph Greer
	*KPTV	16	2x2		RCA	1 day	Tom Myers

PENNSYLVANIA

ALTOONA	*WFBG-TV	16	2x2	3 1/4 x4	GPL	3 days	Jack Snyder
BETHLEHEM	*WLEV-TV	16	2x2	3 1/4 x4	Belop	96	E. Anderson
EASTON	*WGLV	16	2x2		RCA	3 days	P. Gallagher
ERIE	*WICU	16	2x2		GE	72	Karl Nelson
	*WSEE-TV	16	2x2		Gray	48	L. Urbanowicz

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PENNSYLVANIA (cont.)

City	Call letters	mm	Slides tr. op.	Projectors	Adv. for art work—hours	Contact
HARRISBURG	WCMB-TV	16	2x2	Gray	48	E. D. Smith
	*WHP-TV	16	2x2	Gray	3 days	A. K. Bedmond
	*WTPA	16	2x2	Gray	1 wk	D. J. Bennett
JOHNSTOWN	WARD-TV	16	2x2	Gray	5	Bill Wilson
	*WJAC-TV	16	2x2	Selectro	1 wk	John Hepburn
PHILADELPHIA	*WCAU-TV	16	2x2	Gray	48	Ops. Desk
	*WFIL-TV	16	2x2 3¼x4	GE; Gray	72	John Harlan
	*WPTZ	16	3¼x4	RCA	72	S. Lee Broza
PITTSBURGH	KDKA-TV	16	2x2	DuMont	48	Roger Wolfe
READING	WHUM-TV	16	2x2	Selectro	64	Bob Martin
SCRANTON	*WARM-TV	16	2x2	Gray	48	Jane O'Hara
	*WGBI-TV	16	2x2	Gray; S&S	48	R. McDowell
WILKES-BARRE	*WILK-TV	16	2x2	Gray	48	Hal Berg
YORK	*WNOW-TV	16	2x2 4x5	DuMont	48	J. E. Schwahn
	*WSBA-TV	16	2x2	S&S	48	Jack Herr

RHODE ISLAND

PROVIDENCE	*WJAR-TV	16	2x2	GE	72	M. Tesser
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SOUTH CAROLINA

ANDERSON	*WAIM-TV	16	2x2 3x4	Federal Gray	72	J. McCallum
CHARLESTON	*WCSC-TV	16	2x2	DuMont	72	Roland Weeks
COLUMBIA	*WCOS-TV	16	2x2	Eastman	1 wk	Harry Wagner
	*WIS-TV	16	2x2	RCA	72	Law Epps
	*WNOK-TV	16	2x2	DuMont	3 days	Bill Routh
FLORENCE	*WBTW	16	2x2 3¼x4	Projectall RCA	3 days	G. Burnette
GREENVILLE	*WFBC-TV	16	2x2	Selectro	72	Robert Glass
	*WGVL	16	2x2	Projectall	48	Bill Banner

SOUTH DAKOTA

RAPID CITY	*KOTA-TV	16	2x2 4x5	Gray; RCA	72	N. Heffron
SIOUX FALLS	*KELO-TV	16	2x2	RCA	72	M. Stewart

TENNESSEE

CHATTANOOGA	*WDEF-TV	16	2x2	RCA	72	Otis H. Segler
JACKSON	WDXI-TV	16	2x2 4x5	Federal	72	Harry Thomas
JOHNSON CITY	*WJHL-TV	16	2x2	Gray	48	Jack Sausamor
KNOXVILLE	*WATE-TV	16&35	2x2	RCA	48	J. T. McCloud
	*WTVK-TV	16	2x2	GPL	72	Bill Eckstein
MEMPHIS	*WHBQ-TV	16	2x2 3¼x4	Projectall	48	Mark Forrester
	*WMCT	16	2x2	Selectro	8	Earl Howry
NASHVILLE	*WLAC-TV	16	2x2 3¼x4	RCA	72	Roy Smith
	*WSIX-TV	16	2x2	GE	72	Gene Tanner
	*WSM-TV	16	2x2	Projectall	72	Trudy Stamper

TEXAS

City	Call letters	mm	Slides tr. op.	Projectors	work—hours Adv. for art	Contact
ABILENE	*KRBC-TV	16	2x2	GE	1 wk	Cleopdd
AMARILLO	*KFDA-TV	16	2x2 4x5	Federal Gray	72	Jerr
	*KGNC-TV	16	2x2 4x5	Gray; RCA	48	Bob
AUSTIN	*KTBC-TV	16	2x2	Selectro	72	O.
BEAUMONT	*KFDM-TV	16	2x2	RCA	36	Bill
CORPUS CHRISTI	*KVDO-TV	16	2x2	Gray	72	Kar
DALLAS	*KRLD-TV	16	2x2 4x5	Gray	72	Ves
	*WFAA-TV	16	4x5	DuMont	72	Mik
EL PASO	*KROD-TV	16	2x2 4x5	RCA	24	Dic
	*KTSM-TV	16	2x2 4x5	Gray	48	Jim
	*XEJ-TV	16	2x2 4x5		48	H.
FORT WORTH	*KFJZ-TV	16	2x2 4x5	Gray	72	Arn
	*WBAP-TV	16	2x2 4x5	Gray; S&S	2 days	Roy
GALVESTON	*KGUL-TV	16	2x2	Eastman	1 wk	M.
HARLINGEN	*KGBT-TV	16	2x2 4x5	Gray	1 wk	Ray
HOUSTON	*KTRK-TV	16	2x2 4x5	DuMont	72	Bill
LAREDO	*KHAD-TV	16	2x2		72	S.
LONGVIEW	*KTVE	16	2x2	Holmes	72	Car
LUBBOCK	*KCBD-TV	16	2x2 4x5	Gray; RCA	48	R.
	*KDUB-TV	16	2x2 4x5	DuMont	72	Ope
LUFKIN	*KTRE-TV	16	2x2	Eastman Gray	1 wk	M.
SAN ANGELO	*KTXL-TV	16	2x2	DuMont	48	J.
SAN ANTONIO	*KCOR-TV	16	2x2	RCA	72	Em
	*KENS-TV	16	2x2	Holmes	72	F.
	WOAI-TV	16	2x2 3x4	Gray	48	F.
SWEETWATER	*KPAR-TV	16	2x2	DuMont	72	
TEMPLE	*KCEN-TV	16&35	2x2 3x4	Gray	1 wk	Ope
TEXARKANA	*KCMC-TV	16	2x2 3¼x4	GE; Gray	72	Ope
WACO	*KANG-TV	16	2x2	Holmes	48	J.
	*KWTX-TV	16		Gray	72	Ger
WESLACO	*KRGV-TV	16	2x2 4x5	GE; Gray	72	Bill
WICHITA FALLS	*KFDD-TV	16&35	2x2 4x5	RCA; Gray	72	How
	*KWFT-TV	16	2x2	Eastman		Ken

UTAH

SALT LAKE CITY	*KSL-TV	16	2x2	Gray	24	A.
	*KTVT	16	2x2	Gray	24	Dcl
	*KUTV	16	2x2	RCA	48	R.

VERMONT

BURLINGTON	*WCAX-TV	16	2x2	GE	48	J.
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VIRGINIA

HARRISONBURG	*WSVA-TV	16	2x2	GE	1 wk	H.
LYNCHBURG	*WLVA-TV	16	2x2	DeVry DuMont	72	J.
NORFOLK	*WTAR-TV	16	2x2 3x4	Gray	4 days	H.
	*WVEC-TV	16	2x2	Gray	72	H.

HAWAII

City	Call letters	mm	Slides tr.	op.	Projectors	work—hours Adv. for art	Contact
HONOLULU	*WTVR	16	2x2		Gray	48	W. M. Havens
	*WXEX-TV	16	2x2		RCA	72	G. Olliviere
KAHULUI	*WOB-TV	16	2x2	4x5	DuMont RCA	72	B. B. Boggs
	*WSLS-TV	16	2x2		RCA	72	C. Garrison

City	Call letters	mm	Slides tr.	op.	Projectors	work—hours Adv. for art	Contact
HONOLULU	KHBC-TV	16	2x2		RCA	48	S. D. Reid
	*KGMB-TV	16	2x2		RCA	48	S. D. Reid
	*KONA	16	2x2		RCA	72	Jim Spencer
	*KULA-TV	16	2x2	4x5	DuMont	48	Bob Sevey

WASHINGTON

SEATTLE	*KVOE-TV	16	2x2		RCA	36	John Sherman
SPokane	*KING-TV	16	2x2		RCA	48	Al Hunter
	*KOMO-TV	16	2x2	3 1/4 x 4	B&L	72	Al Stewart
PORTLAND	*KHQ-TV	16	2x2		GE; RCA	48	Nola Kroske
	*KREM-TV	16	2x2	4x5	DeVry GPL	48	Robert Temple
	*KXLY-TV	16	2x2		RCA	72	Al Stenholm
COMBING	*KTNT-TV	16	2x2	3 1/4 x 4	GE Eastman	48	W. Spencer
	*KTVW	16	2x2		Eastman	48	Cy Flory
KING	*KIMA-TV	16	2x2		S&S	48	Joe Ryan

WEST VIRGINIA

CHARLESTON	*WHIS-TV	16	2x2		RCA	72	P. Flanagan
CHARLESTON	*WCHS-TV	16	2x2	4x5	RCA	72	J. Sinclair, Jr.
MARTINSBURG	*WJPB-TV	16	2x2		GPL	72	R. Mitchell
CHARLESTON	*WHTN-TV	16	2x2	4x5	Gray	48	W. Bernsau
	*WSAZ-TV	16	2x2		RCA	5 days	Ops. Desk
KENNESAW	*WOAY-TV	16	2x2		Gray; RCA	24	Vic Ludington
CHARLESTON	*WTAP	16	2x2		Gray	48	Milton Komito
CHARLESTON	*WSTV-TV	16	2x2		Gray	1 wk	S. Evkovich
	*WTRF-TV	16	2x2		RCA	72	D. Murdock

WISCONSIN

MILWAUKEE	*WEAU-TV	16	2x2	3 1/4 x 1 1/2	RCA	1 wk	R. Kepler
MILWAUKEE	*WBAY-TV	16	2x2	3 1/4 x 4	RCA	72	Jim Krause
MILWAUKEE	*WKBT	16	2x2	3x4	Gray Tressel	72	Jay Frommert
MILWAUKEE	*WKOW-TV	16	2x2	3 1/4 x 4	RCA	72	Frank Bignell
	*WMTV	16	2x2		RCA	4 days	C. Roclandt
MILWAUKEE	*WMBV-TV	16	2x2		RCA	48	W. B. Walker
MILWAUKEE	*WISN-TV	16	2x2	4x5	RCA	48	D. McCarthy
	WTMJ-TV	16	2x2	4x5	Eastman Gray RCA	2 wks	J. Fitzgerald
	*WXIX	16	2x2		RCA	48	M. Rosenman
PEPPERIDGE	*KOAL-TV	16	2x2		RCA	72	O. Ramsland
	*WOSM-TV	16	2x2	3 1/4 x 4	GE; Gray	48	E. W. Conrad
MILWAUKEE	*WSAU-TV	16	2x2		RCA	72	J. Harelson

WYOMING

CHEYENNE	*KFBC-TV	16	2x2		Vidicon	48	W. C. Grove
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ALASKA

ANCHORAGE	*KENI-TV	16	2x2	3 1/4 x 4	GE	48	J. D. Ellison
	*KTVA	16	2x2	3 1/4 x 4	GE	72	A. G. Hiebert
FAIRBANKS	*KFAR-TV	16	2x2	4x5	Gray	48	J. M. Miller
	*KTVF	16	2x2	3 1/4 x 4	GE	72	John Griffin

PUERTO RICO

SAN JUAN	WKAQ-TV	16	2x2	4x5	GE	48	Oscar Reinoso
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CANADA

Alberta

CALGARY	CHCT-TV	16	2x2	3x4	GE; Gray	72	Dick Carson
EDMONTON	*CFRN-TV	16	2x2	3 1/4 x 4	GE; Gray	72	Eric Candy
LETHBRIDGE	CJLH-TV	16	2x2	3 1/4 x 4	Gray	72	B. Cardwell

British Columbia

VANCOUVER	CBUT	16	2x2			10 days	P. McDonald
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Manitoba

WINNIPEG	CBWT	16	2x2			10 days	G. M. Brown
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New Brunswick

MONCTON	CKCW-TV	16				48	H. Button
ST. JOHN	CHSJ-TV	16&35					Earl McCarron

Newfoundland

ST. JOHN'S	CJON-TV	16	2x2		RCA	1 wk	J. Baird
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Nova Scotia

HALIFAX	CBHT	16	2x2				Carl MacCaul
SYDNEY	CJCB-TV	16			DuMont		N. Nathanson

Ontario

BARRIE	CKVR-TV	16	2x2		B&H; Gray	72	Chas. Tierney
KINGSTON	CKWS-TV	16	2x2		Gray	72	H. M. Edgar
KITCHENER	CKCO-TV	16	2x2	3x4	GE	72	W. Whiting
LONDON	*CFPL-TV	16	2x2		Gray	72	Tom Bird
NORTH BAY	*CKGN-TV	16	2x2	4x5	GE; Gray		Bill Hart
OTTAWA	CBFT	16	2x2				
	CBOT	16	2x2				
PORT ARTHUR	CFPA-TV	16			RCA		R. H. Parker
SUDBURY	CKSO-TV				RCA	72	W. T. Woodill
TORONTO	CBLT	16	2x2				John Malloy
WINDSOR	*CKLW-TV	16	2x2		Gray	48	N. Hawkins
WINGHAM	CKNX-TV	16	2x2		Gray	72	Vin Dittmer

Quebec

JONQUIERE	*CKRS-TV	16	2x2		Gray	96	J. A. Hardy
MONTREAL	CBFT	16	2x2				F. Guerard
	CBMT	16	2x2				A. Ouimet
QUEBEC	CFCM-TV	16	2x2	4x5	DuMont	48	
RIMOUSKI	*CJBR-TV	16	2x2	4x5	RCA	72	

Saskatchewan

REGINA	CKCK-TV	16	2x2	3x4	GE	72	
SASKATOON	CFQC-TV	16	2x2	4x5	RCA Stewart	72	W. Romanow

homemaking



symbol

x indicates station covers appeal
under column heading
See master directory for home-
making hours per week

● Homemaking, identified in the early days of television with kitchen shows, is in today's tv scheme of things a huge umbrella under which one can find most any program designed specifically for women. In general, the most popular categories remain: kitchen, home decoration, child care, do-it-yourself, fashion & beauty. Kitchen shows remain tops with 87% of the 325 respondents reporting this category. This is only slightly less than last year when 90% of respondents claimed kitchen shows. Fashion is number two with 71% compared with 70% last year. Home decoration shows rank third with 67% of the stations reporting them while 54% claimed beauty shows. The above two had virtually the same ranking last year. A noticeable decline occurs in the do-it-yourself category which this year is reported by only 49% of the stations against 54% in 1955. On the other hand, child care programs are up from 27% last year to 49% this year.

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
ALABAMA							
BIRMINGHAM	WABT	x	x	x	x	x	x
	WBRC-TV	x	x				
DECATUR	WMSL-TV		x	x	x	x	x
MOBILE	WALA-TV	x	x			x	x
	WKRQ-TV	x	x	x	x	x	x
MONTGOMERY	WCOV-TV	x	x			x	
	WSFA-TV						x
ARIZONA							
PHOENIX	KOOL-TV	x				x	x
	KPHO-TV	x	x	x		x	x
	KTVK	x	x	x	x	x	x
TUCSON	KOPO-TV	x	x			x	x
	KVOA-TV			x		x	x
ARKANSAS							
EL DORADO	KRBB	x	x	x	x	x	x
FORT SMITH	KFSA-TV	x	x		x	x	x
LITTLE ROCK	KARK-TV	x	x	x	x	x	x
	KATV	x	x	x		x	x
	KTHV	x	x			x	
TEXARKANA	KCMC	x	x	x	x	x	x
CALIFORNIA							
BAKERSFIELD	KERO-TV	x					
CHICO	KHSL-TV	x				x	x
EUREKA	KIEM-TV	x	x	x		x	
FRESNO	KJEO-TV	x	x			x	
	KMJ-TV	x	x	x		x	
	KVVG					x	x
LOS ANGELES	KCOP			x			
	KHJ-TV	x					x
	KNXT	x	x	x	x	x	x
	KTLA	x	x	x		x	x
SACRAMENTO	KBET-TV	x					
	KCCC-TV	x				x	
	KCRA-TV	x	x	x	x	x	x
SALINAS	KSBW-TV	x				x	
SAN DIEGO	KFMB-TV	x	x	x	x	x	x
	KFSD-TV	x	x	x	x	x	x
SAN FRANCISCO	KPIX	x	x				
	KRON-TV		x	x		x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
SAN JOSE _____ KNTV							
SAN LUIS OBISPO	KVEC-TV		x	x		x	x
SANTA BARBARA	KEY-TV					x	
COLORADO							
COLO. SPRINGS	KKTV	x	x		x	x	x
DENVER	KBTU	x	x	x	x	x	x
	KLZ-TV		x			x	
	KOA-TV	x					
PUEBLO	KCSJ-TV	x	x	x	x	x	x
CONNECTICUT							
HARTFORD	WGTH-TV	x					
	WKNB-TV	x					
NEW HAVEN	WNHC-TV	x					
DISTRICT OF COLUMBIA							
WASHINGTON	WRC-TV	x	x			x	x
	WTOP-TV	x	x			x	x
	WTTG	x	x	x	x	x	x
FLORIDA							
JACKSONVILLE	WMBR-TV	x	x		x	x	x
MIAMI	WTVJ	x	x		x	x	x
PENSACOLA	WEAR-TV	x		x		x	x
TAMPA	WFLA-TV	x	x	x	x	x	x
	WSUN-TV	x	x	x		x	x
	WTVT	x				x	x
W. PALM BEACH	WJNO-TV	x	x		x	x	x
GEORGIA							
ALBANY	WALB-TV	x	x	x	x	x	x
ATLANTA	WAGA-TV	x				x	
	WLW-A	x	x		x	x	x
	WSB-TV	x	x	x	x	x	x
AUGUSTA	WJBF	x	x	x			
	WRDW-TV	x					
COLUMBUS	WDAK-TV	x	x	x	x	x	x
	WRBL-TV	x	x			x	
SAVANNAH	WSAV-TV	x	x	x	x	x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
IDAHO							
BOISE	KBOI	x	x			x	
	KIDO-TV		x	x		x	x
TWIN FALLS	KLIX-TV	x	x	x	x		
ILLINOIS							
CHAMPAIGN	WCIA	x	x			x	
CHICAGO	WBBM-TV	x	x	x	x	x	x
	WBKB	x			x		
	WGN-TV		x	x	x	x	x
	WNBQ	x		x		x	x
DECATUR	WTVP	x	x	x	x	x	x
HARRISBURG	WSIL-TV			x			
PEORIA	WTVH	x				x	x
QUINCY	WGEM-TV		x	x	x	x	x
ROCKFORD	WREX-TV	x			x		
ROCK ISLAND	WHBF-TV	x	x	x		x	x
SPRINGFIELD	WICS	x	x			x	x
INDIANA							
ELKHART	WSJV-TV	x	x	x	x	x	x
EVANSVILLE	WEHT	x	x	x	x	x	x
	WFIE-TV	x	x			x	x
FORT WAYNE	WIN-T	x					
INDIANAPOLIS	WFBM-TV	x					
	WISH-TV	x	x	x		x	
SOUTH BEND	WSBT-TV	x		x			
IOWA							
CEDAR RAPIDS	KCRG-TV	x					
	WMT-TV	x	x	x	x	x	x
DAVENPORT	WOC-TV		x		x	x	x
DES MOINES	KRNT-TV	x				x	x
	WHO-TV	x	x	x	x	x	x
	WOI-TV	x	x	x	x	x	x
FORT DODGE	KQTV	x		x		x	
MASON CITY	KGLO-TV	x	x	x	x	x	x
OTTUMWA	KTVO		x	x		x	x
SIOUX CITY	KTIV	x	x	x	x	x	x
	KVTV	x	x			x	x
WATERLOO	KWWL-TV	x	x	x	x	x	x
KANSAS							
TOPEKA	WIBW-TV	x					
WICHITA	KAKE-TV	x	x	x		x	x
	KTVH	x	x				
KENTUCKY							
LEXINGTON	WLEX-TV	x				x	
LOUISVILLE	WAVE-TV	x	x		x	x	x
LOUISIANA							
BATON ROUGE	WAFB-TV	x	x			x	x
	WBRZ	x					
LAKE CHARLES	KPLC-TV	x	x			x	
	KTAG-TV	x					
MONROE	KNOE-TV	x	x			x	
NEW ORLEANS	WDSU-TV	x	x	x	x	x	x
	WJMR-TV	x		x		x	x
SHREVEPORT	KSLA-TV	x					
	KTBS-TV	x	x	x	x	x	x
MAINE							
BANGOR	WABI-TV	x	x	x	x	x	x
	W-TWO	x		x		x	
PORTLAND	WCSH-TV	x	x	x		x	
	WGAN-TV		x	x		x	x
MARYLAND							
BALTIMORE	WAAM	x	x	x	x	x	x
	WMAR-TV	x	x		x		
SALISBURY	WBOC-TV					x	
MASSACHUSETTS							
BOSTON	WBZ-TV	x					
	WNAC-TV		x	x		x	x
	WTAO-TV	x	x	x	x	x	x
SPRINGFIELD	WHYN-TV	x				x	x
	WWLP	x	x	x	x	x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
MICHIGAN							
BAY CITY	WNEM-TV	x	x	x	x	x	x
CADILLAC	WWTW	x	x		x	x	x
DETROIT	CKLW-TV	x			x	x	x
	WWJ-TV	x	x	x	x	x	x
	WXYZ-TV	x	x	x		x	x
GRAND RAPIDS	WOOD-TV	x	x			x	
KALAMAZOO	WKZO-TV		x		x	x	x
LANSING	WJIM-TV	x	x	x		x	
TRAVERSE CITY	WPBN-TV	x	x				
MINNESOTA							
DULUTH	KDAL-TV	x	x		x	x	
SUPERIOR	WDSM-TV	x	x			x	
MINNEAPOLIS							
ST. PAUL	WCCO-TV	x	x	x		x	x
ROCHESTER	KROC-TV	x	x		x	x	x
MISSISSIPPI							
JACKSON	WLBT	x					
MISSOURI							
COLUMBIA	KOMU-TV		x			x	x
HANNIBAL	KHQA-TV	x	x		x	x	x
KANSAS CITY	KCMO-TV	x	x	x	x	x	x
	KMBC-TV	x	x			x	
	WDAF-TV	x		x			
ST. JOSEPH	KFEQ-TV	x	x	x		x	x
ST. LOUIS	KSD-TV	x		x			
SPRINGFIELD	KTTS-TV	x					
MONTANA							
BILLINGS	KOOK-TV	x	x	x	x	x	x
BUTTE	KXLF-TV		x	x	x	x	x
GREAT FALLS	KFBB-TV	x					
MISSOULA	KGVO-TV		x	x	x		
NEBRASKA							
HASTINGS	KHAS-TV	x	x			x	
KEARNEY	KHOL-TV	x	x	x	x	x	x
LINCOLN	KOLN-TV	x					
OMAHA	KMTV	x	x	x	x	x	x
	WOW-TV	x	x	x			
NEVADA							
LAS VEGAS	KLAS-TV	x	x	x		x	x
	KLRJ-TV	x	x			x	
NEW HAMPSHIRE							
MANCHESTER	WMUR-TV	x	x	x	x	x	x
NEW MEXICO							
ALBUQUERQUE	KGGM-TV	x					
	KOAT-TV	x					
	KOB-TV	x	x	x		x	x
ROSWELL	KSWB-TV		x	x	x	x	x
NEW YORK							
ALBANY	WROW-TV	x					
BINGHAMTON	WBNF-TV	x					
BUFFALO	WGR-TV	x				x	
CARTHAGE	WCNY-TV	x	x	x	x	x	x
NEW YORK CITY	WABC-TV	x		x	x	x	x
	WABD	x				x	x
	WATV					x	x
	WPIX	x				x	
	WRCA-TV	x	x	x	x	x	x
PLATTSBURG	WIRI	x	x	x			
ROCHESTER	WHAM-TV	x			x		
	WHEC-TV	x					
SCHENECTADY	WRGB	x	x			x	x
SYRACUSE	WHEN-TV	x	x	x		x	
	WSYR-TV	x	x	x	x	x	x
UTICA	WKTV	x					
NORTH CAROLINA							
ASHEVILLE	WLOS-TV	x					
CHARLOTTE	WBTV	x		x		x	x
DURHAM	WTVD	x	x	x	x	x	
GREENSBORO	WFMY-TV	x	x	x	x	x	
WASHINGTON	WITN	x					
WILMINGTON	WMFD-TV	x				x	
WINSTON-SALEM	WSJS-TV		x			x	x

(CONTINUED)

(CONTINUED)

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
NORTH DAKOTA							
MINOT	KCJB-TV	x				x	x
VALLEY CITY	KXJB-TV	x	x	x		x	
OHIO							
AKRON	WAKR-TV	x					
ASHTABULA	WICA-TV	x	x	x		x	
CINCINNATI	WLW-TV	x	x				
CLEVELAND	WEWS	x				x	x
	WNBK	x	x	x	x	x	x
	WXEL	x	x			x	x
COLUMBUS	WBNS	x	x	x		x	
	WTVN-TV	x	x	x			
STEUBENVILLE	WSTV-TV		x	x			
TOLEDO	WSPD-TV	x	x	x	x	x	x
YOUNGSTOWN	WKBN-TV	x				x	x
OKLAHOMA							
ENID	KGEO-TV	x				x	x
LAWTON	KSWO-TV	x	x	x	x	x	x
OKLAHOMA CITY	KWTW	x	x	x		x	x
	WKY-TV	x	x	x	x	x	x
TULSA	KOTV	x	x		x	x	x
	KTVX		x		x		
	KVOO-TV	x	x	x	x	x	x
OREGON							
EUGENE	KVAL-TV	x	x	x	x	x	
MEDFORD	KBES-TV	x					
PORTLAND	KLOR	x	x	x	x	x	x
	KOIN-TV	x					
	KPTV	x	x	x	x	x	x
PENNSYLVANIA							
ALTOONA	WFBG-TV		x			x	
ERIE	WICU	x	x			x	
	WSEE-TV		x	x		x	x
JOHNSTOWN	WARD-TV			x	x	x	
PHILADELPHIA	WCAU-TV	x	x	x	x	x	x
	WFIL-TV	x	x	x	x	x	x
	WPTZ	x	x	x	x	x	x
PITTSBURGH	KDKA-TV	x			x	x	
SCRANTON	WARM-TV	x	x	x	x	x	
	WGBI-TV	x	x				
WILKES-BARRE	WILK-TV	x	x	x		x	x
YORK	WNOV-TV	x	x	x	x	x	x
SOUTH CAROLINA							
ANDERSON	WAIM-TV	x	x		x	x	x
CHARLESTON	WCSC-TV	x	x	x	x	x	x
COLUMBIA	WIS-TV	x	x	x	x	x	x
FLORENCE	WBTW	x	x	x		x	
GREENVILLE	WFBC-TV	x	x	x		x	
	WGYL-TV		x			x	x
SOUTH DAKOTA							
SIoux FALLS	KELO-TV	x	x		x		
TENNESSEE							
CHATTANOOGA	WDEF-TV	x	x		x	x	x
JACKSON	WDXI-TV	x	x			x	
JOHNSON CITY	WJHL-TV	x	x	x		x	x
KNOXVILLE	WATE-TV	x					x
	WTVK-TV	x	x			x	x
MEMPHIS	WHBQ-TV	x	x	x	x	x	x
	WMCT	x	x			x	x
NASHVILLE	WSM-TV	x	x	x	x	x	
TEXAS							
ABILENE	KRBC-TV	x					
AMARILLO	KFDA-TV	x	x	x	x	x	x
	KGNC-TV	x	x		x	x	x
AUSTIN	KTBC-TV	x	x			x	x
BEAUMONT	KFDM-TV	x					
CORPUS CHRISTI	KVDO-TV	x					
DALLAS	KRLD-TV	x				x	x
	WFAA-TV	x	x	x	x	x	x
EL PASO	KROD-TV	x			x		
	KTSM-TV	x	x				x
	XEJ-TV	x	x		x		x
FORT WORTH	WBAP-TV	x	x	x		x	x
HARLINGEN	KGBT-TV	x					x
HOUSTON	KTRK-TV	x	x	x		x	x
LONGVIEW	KTVE	x	x	x	x	x	x
LUBBOCK	KCBD-TV	x					
	KDUB-TV	x	x			x	x
LUFKIN	KTRE-TV					x	

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
SAN ANGELO							
SAN ANTONIO	KTXL-TV	x	x	x	x	x	x
	KCOR-TV			x			
	KENS-TV			x			
	WOAI-TV	x					
SWEETWATER	KPAR-TV	x					
TEMPLE	KCEN-TV	x	x	x	x	x	x
TEXARKANA	KCMC-TV	x	x	x	x	x	x
UTAH							
SALT LAKE CITY	KSL-TV	x				x	x
	KTVT	x	x	x		x	x
	KUTV	x					x
VERMONT							
BURLINGTON	WCAX-TV	x	x	x			
VIRGINIA							
LYNCHBURG	WLVA-TV	x	x				
NORFOLK	WVEC-TV		x	x		x	x
RICHMOND	WTVR	x	x	x	x	x	x
	WXEX-TV	x					
ROANOKE	WSLS-TV	x	x		x	x	x
WASHINGTON							
SEATTLE	KING-TV	x	x			x	x
	KOMO-TV	x					
SPOKANE	KHQ-TV	x	x		x	x	x
	KXLY-TV	x					x
TACOMA	KTNT-TV	x	x	x	x	x	x
	KTVW		x	x		x	x
YAKIMA	KIMA-TV	x	x			x	
WEST VIRGINIA							
BLUEFIELD	WHIS-TV		x	x			
CHARLESTON	WCHS-TV	x				x	
HUNTINGTON	WHTN-TV	x					
OAK HILL	WOAY-TV	x	x	x		x	
	WSAZ-TV	x	x	x		x	
WHEELING	WTRF-TV	x			x		x
WISCONSIN							
GREEN BAY	WBAY-TV	x	x			x	
MADISON	WKOW-TV	x				x	x
	WMTV	x	x	x	x	x	x
MARINETTE	WMBV-TV	x	x	x	x	x	x
MILWAUKEE	WISN-TV					x	
	WXIX	x	x	x			
SUPERIOR	KDAL-TV	x	x		x	x	
DULUTH	WDSM-TV	x	x			x	
WAUSAU	WSAU-TV	x					
WYOMING							
CHEYENNE	KFBC-TV	x	x		x	x	
CANADA							
ALBERTA							
CALGARY	CHCT-TV	x	x	x	x	x	x
EDMONTON	CFRN-TV	x	x			x	x
BRITISH COLUMBIA							
VANCOUVER	CBUT	x	x	x	x	x	
MANITOBA							
WINNIPEG	CBWT	x	x	x	x	x	
NEW BRUNSWICK							
MONCTON	CKCW-TV	x	x		x	x	x
NEWFOUNDLAND							
ST. JOHN'S	CJON-TV	x	x	x		x	
NOVA SCOTIA							
HALIFAX	CBHT	x	x	x	x	x	
ONTARIO							
BARRIE	CKVR-TV			x			
KINGSTON	CKWS-TV	x					
KITCHENER	CKCO-TV	x	x	x	x	x	
LONDON	CFPL-TV	x	x	x	x	x	x
OTTAWA	CBOFT	x	x	x	x	x	
	CBOT	x	x	x	x	x	
SUDBURY	CKSO-TV	x	x	x		x	x
TORONTO	CBLT	x	x	x	x	x	
WINGHAM	CKNX-TV	x	x	x	x	x	x
QUEBEC							
JONQUIERE	CKRS-TV		x				
MONTREAL	CBFT	x	x	x	x	x	
	CBMT	x	x	x	x	x	
QUEBEC	CFCM-TV	x				x	
RIMOUSKI	CJBR-TV	x					
SASKATCHEWAN							
REGINA	CKCK-TV	x	x			x	
SASKATOON	CFQC-TV	x	x	x	x	x	x

special appeals



● Of the 495 stations now on the air or scheduled to go on the air at an early date, 11% report special appeal programming. This is a slight increase over last year. Among these stations catering to the marginal audiences there is this trend: more stations are doing negro programming this year than in the two preceding years. In 1954 eight stations reported negro programming; in 1955, 19 stations claimed such programming while today 35 stations claim this category. Spanish language programming ranks second with 17 stations reporting it compared to nine last year; Polish is third, six stations reporting (last year two used it); Italian slipped somewhat, only five reporting it this year. Others are divided among the following language categories: German, two stations; Greek and Ukrainian, one station each.

ALABAMA

DECATUR

WMSL-TV....Negro—½ hr wk: talent

ARIZONA

PHOENIX

KTVK....Spanish—½ per wk: newsreel interviews

TUCSON

KVOA....Spanish—5 hr wk: variety

YUMA

KIVA....Spanish—7 hrs wk: mixed Spanish & Amer. program

ARKANSAS

LITTLE ROCK

KARK-TV....Negro—1 hr wk: feature film

CALIFORNIA

FRESNO

KVVG....Spanish—1 hr wk

LOS ANGELES

KCOP....Negro—½ hr. wk: variety

KNXT....Negro—½ hr wk: musical variety

Spanish—½ hr wk

Hawaiian—½ hr wk: musical varieties

SALINAS

KSBW-TV....Spanish—1 hr wk: film

SAN DIEGO

XETV....Spanish—6 hrs wk: feature films

SAN FRANCISCO

KSAN-TV....Negro—5 hrs wk: variety

SAN JOSE

KNTV....Spanish—1 hr wk: musical variety

SANTA BARBARA

KEY-T....Negro—¼ hr wk: variety

DISTRICT OF COLUMBIA

WASHINGTON

WTTG....Negro—½ hr wk: variety

Jewish—½ hr wk: variety

FLORIDA

FT. LAUDERDALE

WITV....Negro—1 hr wk: music

MIAMI

WTVJ....Spanish—¼ hr wk: "Alec Gibson Show"

TAMPA

WTVT....Negro—¼ hr wk: live variety

GEORGIA

AUGUSTA

WJBF....Negro—3 hrs wk: quartets

SAVANNAH

WSAV-TV....Negro—½ hr wk: educational forum Savannah State College

KENTUCKY

LEXINGTON

WLEX-TV....Negro—½ hr wk: D.J.

LOUISIANA

NEW ORLEANS

WJMR-TV....Negro—8 hrs wk

SHREVEPORT

KTBS-TV....Negro—1 hr wk: variety

MARYLAND

BALTIMORE

WAAM....Negro—½ hr wk: variety

MICHIGAN

BAY CITY

WNEM-TV....Polish—½ hr wk: Polka party

DETROIT

WXYZ-TV....Negro—4 hrs wk: talent

Italian—x hrs wk; features in English

Polish—x hrs wk: music, 'Club Polka', variety in English

MINNESOTA

DULUTH-SUPERIOR

WDSM-TV....Polish—½ hr wk: musical

MISSISSIPPI

JACKSON

WJTV....Negro—½ hr wk: musical, documentary

MISSOURI

ST. LOUIS

KTVI....German—½ hr wk: variety

Italian—½ hr wk: film, interview

Jewish—½ hr wk: interview, variety

Polish—½ hr wk: music, dancing, interview

NEVADA

LAS VEGAS

KLAS-TV....Negro—½ hr wk: gospel singers

NEW YORK

NEW YORK

WATV....Negro—½ hr wk: spiritual, ½ hr wk: variety

German—½ hr wk

Greek—1 hr wk

Italian—12 hrs wk

Jewish—1 hr wk

Polish—½ hr wk

Spanish—5 hrs wk

Ukrainian—1 hr wk

NORTH CAROLINA

CHARLOTTE

WBTV....Negro—½ hr wk: comedy ½ hr wk: variety

WASHINGTON

WITN....Negro—½ hr wk: orchestra

OHIO

CINCINNATI

WCPO-TV....Negro—1 hr wk: choral and spiritual

CLEVELAND

WNBK....Negro—1 hr wk: music

STEUBENVILLE

WSTV-TV....Italian—½ hr wk: drama

TOLEDO

WSPD-TV....Negro—1 hr wk: community center program

PENNSYLVANIA

HARRISBURG

WCMB-TV....Negro—2 hr wk: musical

SOUTH CAROLINA

ANDERSON

WAIM-TV....Negro—1 hr wk: musical

CHARLESTON

WCSC-TV....Negro—½ hr wk: talent

GREENVILLE

WFBC-TV....Negro—½ hr wk: discussion, music

WGVL-TV....Negro—2 hrs wk: feature films

TENNESSEE

JACKSON

WDXI-TV....Negro—½ hr. wk: Lane College Choir

JOHNSON CITY

WJHL-TV....Negro—¼ hr wk: quartet

KNOXVILLE

WTVK-TV....Negro—1 hr wk: disk-jockey

TEXAS

CORPUS CHRISTI

KVDO-TV....Spanish—½ hr wk: bi-lingual variety

EL PASO

XETV....49 hr wk: All Spanish

LAREDO

KHAD-TV....Spanish—5 hrs wk

SAN ANTONIO

KCOR-TV....Negro—2 hrs wk: religious, historic Spanish—26 hrs wk: all Spanish

WESLACO

KRGV-TV....Spanish—½ hr wk: variety

WEST VIRGINIA

OAK HILL

WOAY-TV....Negro—½ hr wk: singing

WISCONSIN

SUPERIOR-DULUTH

WDSM-TV....Polish—½ hr wk: musical

WYOMING

CHEYENNE

KFBC-TV....Spanish—½ hr wk

sports



symbols

- * local live coverage
 ‡ film coverage
 † network coverage

● 151 stations report play-by-play coverage of sports events. Network coverage was reported most often, with film coverage ranking second and local live coverage reported least often. An interesting note from the sports responses to the Buyers' Guide questionnaire is the wide variety of sports reported—21 in all. Here is how they break down:

SPORT	NO. STATIONS	SPORT	NO. STATIONS
Football	254	Golf	3
Basketball	169	Roller Derby	3
Boxing	130	Auto Racing	2
Wrestling	110	Hunting	2
Baseball	108	Skiing	2
Bowling	52	Bull Fights	1
Hockey	22	Fair Games	1
Horse Racing	19	Jai-Alai	1
Curling	3	Rodeo	1
Fishing	3	Tennis	1
		W. C. Relays	1

ALABAMA

City	Call Letters	Baseball	Basketball	Football	Others
BIRMINGHAM	WABT	coll†*; prot†	prot†; hs‡	coll†*; prot†	boxing†
	WBRC-TV	pro*			
MOBILE	WALA-TV		NCAA†	NCAA†	
	WKRQ-TV			maj lg†	
MONTGOMERY	WSFA-TV		coll‡	coll†	

ARIZONA

PHOENIX	KOOL-TV				wrestl'g*† hunt'g* fishng*
	KPHO-TV			x‡	
	KTVK				boxing† wrestl'g†*
	KVAR				boxing† wrestl'g†
TUCSON	KOPO-TV	x*			
	KVOA-TV	coll‡	prot†		
YUMA	KIVA	hs*	hs*	hs*	

ARKANSAS

FT. SMITH	KFSA-TV				wrestl'g† boxing†
LITTLE ROCK	KARK-TV			NCAA† coll‡ Bowl games†	
TEXARKANA	KCMC-TV	wrld srs†	prot†	NCAA†	rac'g†

CALIFORNIA

BAKERSFIELD	KERO-TV		prot†		
EUREKA	KIEM-TV		big ten†		boxing† wrestl'g†
FRESNO	KJEO	maj lg†; hs*		coll‡	W. C. relays
	KMJ-TV			NCAA† prot†	boxing† golf†

City	Call Letters	Baseball	Basketball	Football	Others
LOS ANGELES	KABC-TV			x†; x‡	
	KCOP		coll*; pro*		
	KHJ-TV	pro*			boxing† bowl'g†
	KNTX		coll*	coll*	races*
	KRCA		prot†	NCAA†	boxing† golf†
	KTLA				roller derby; rodeo* wrestl'g*
	KTTV				Jalopy derby* wrestl'g*
SACRAMENTO	KBET-TV	x†	x†	x†	rac'g†
	KCCC-TV			min lg†	wrestl'g†
	KCRA-TV	prot†		prot†	boxing†
SALINAS	KSBW-TV	x†		x†	box'g†
SAN DIEGO	KFMB-TV			mln lg†	wrestl'g†
	KFSD-TV	coll*		x†	boxing†
	XETV				jai-alai*
SAN FRANCISCO	KGO-TV			prot†	
	KPIX	maj lg†	big ten† prot†	prot†	horse races†
	KRON-TV	wrld srs†		NCAA† Bowl Games†	boxing†
	KSAN-TV				horse rac'g* wrestl'g†
SAN JOSE	KNTV		coll*; big ten†		
STOCKTON	KOVR	coll*	coll*	pro*	

COLORADO

City	Call Letters	Baseball	Basketball	Football	Others
COLORADO SP'S	KKTU		big ten†	coll† maj lg†	boxing†
DENVER	KBTU			prof†	
	KTVR		hs* local*		boxing†
GRAND JUNCTION	KFXJ-TV			coll†	wrestl'g†
PUEBLO	KCSJ-TV			NCAA† coll†	boxing† wrestl'g†

CONNECTICUT

BRIDGEPORT	WICC-TV	x†	x†	x†	
HARTFORD	WKNB-TV			NCAA†	
NEW HAVEN	WNHC-TV	prof†	coll†	prof†	boxing† wrestl'g†

DISTRICT OF COLUMBIA

WASHINGTON	WRC-TV		coll* prof†	NCAA†	
	WTDP-TV			prof†	
	WTTG		maj lg*		

FLORIDA

JACKSONVILLE	WMBR-TV			coll†; prof†	
ORLANDO	WDBO-TV			NCAA† prof†	boxing† wrestl'g†
PENSACOLA	WEAR-TV	maj lg†		prof; coll; hs*	boxing†
TAMPA	WFLA-TV		x†	coll†	
	WSUN-TV			NCAA†	fishing† Hialeah†
	WTVT	x†	prof†	prof†	fishing† bowl'g†
W. PALM BEACH	WEAT-TV			prof† Bowl Games†	
	WJNO-TV		prof†	NCAA† coll†	

GEORGIA

ALBANY	WALB-TV				boxing† wrestl'g†
ATLANTA	WAGA-TV				boxing†
	WLW-A			coll†	
	WSB-TV	coll*; wrld srs†	coll†	NCAA† coll†	boxing†
AUGUSTA	WJBF			NCAA†	wrestl'g†
	WRDW-TV			coll†	
COLUMBUS	WDAK-TV	coll*	prof†		boxing†
	WRBL-TV		big ten†	prof†	boxing† wrestl'g†
SAVANNAH	WSAV-TV		NCAA†	NCAA†	
THOMASVILLE	WCTV			coll†	

IDAHO

BOISE	KBDI-TV	coll*; prof†	big ten†	coll† Bowl Games†	boxing†
IDAHO FALLS	KID-TV				boxing† wrestl'g†

ILLINOIS

CHAMPAIGN	WCIA	coll†	coll; hs*	NCAA†	boxing†
CHICAGO	WBBM-TV	x†	big ten†	big ten†	
	WBKB		big ten*		bowl'g*
	WGN-TV	maj lgs*		prof†	boxing† wrestl'g*
	WNBQ		x†	x†	boxing* golf*
DECATUR	WTVP		x*	x†	bowl'g† wrestl'g† boxing†

City	Call Letters	Baseball	Basketball	Football	Others
PEDRIA	WTVH		big ten†		boxing†
QUINCY	WGEM-TV		prof†	NCAA†	bowl'g† box'g†
ROCKFORD	WREX-TV	prof†	NCAA†	NCAA†	horse rac'g†
ROCK ISLAND	WHBF-TV			coll†; prof†	
SPRINGFIELD	WICS	prof†	hs†	NCAA†	

INDIANA

ELKHART	WSJV-TV				boxing† wrestl'g†
EVANSVILLE	WEHT	x†	hs*	x†	wrestl'g†
	WFIE-TV	maj lgs†	prof*	maj lg*	
FT. WAYNE	WIN-T		big ten†	prof†	
	WKJG-TV	x†	x†	x†	bowl'g† wrestl'g†
INDIANAPOLIS	WFBM-TV		prof†	NCAA†	boxing† bowl'g†
	WISH-TV		big ten†		
LAFAYETTE	WFAM-TV			maj lgs†	
SOUTH BEND	WNDU-TV	coll†	coll†*	NCAA†	
	WSBT-TV		big ten†	big ten†	rac'g†
TERRE HAUTE	WTHI-TV		big ten†		bowl'g†

IOWA

CEDAR RAPIDS	KCRG-TV			prof†	
	WMT-TV	x†	big ten†	x†	
DAVENPORT	WOC-TV		prof; hs†	NCAA†	
DES MOINES	KRNT-TV		hs*	coll†	
	WHD-TV	maj lg†	prof†; coll†	NCAA†	
	WDI-TV			prof†; coll†	
FT. DODGE	KQTV		prof†		
MASON CITY	KGLO-TV				boxing† wrestl'g†
OTTUMWA	KTVB			NCAA† coll†	
SIDNEY	KVTV	maj lg† coll*	x†	coll†; prof†	boxing†
WATERLOO	KWWL-TV		x†	x†; prof†	

KANSAS

GREAT BEND	KCKT-TV		coll†; prof†		boxing† wrestl'g†
TOPEKA	WIBW-TV			prof†	bowling† wrestl'g†
WICHITA	KAKE-TV			coll†; hs†	boxing†
	KEDD		prof†	x†	
	KTVH		big ten†		

KENTUCKY

LEXINGTON	WLEX-TV		coll†	coll†; hs†	horse racing†
LOUISVILLE	WAVE-TV	wrld srs†		NCAA† prof†	boxing† bowl'g†

LOUISIANA

ALEXANDRIA	KALB-TV			coll†	
BATON ROUGE	WAFB-TV		big ten†	prof†	wrestl'g†
	WBRZ			NCAA† coll†	boxing†
LAFAYETTE	KLFY-TV	maj lg†	prof*	prof*	wrestl'g†
LAKE CHARLES	KTAG-TV		coll†; big ten†	coll*; hs*	
MONROE	KNDE-TV		NCAA†	prof†; coll†	boxing† wrestl'g†
NEW ORLEANS	WDSU-TV		x*	x*	
	WJMR-TV				Fair- games

(CONTINUED)

LOUISIANA (continued)

City	Call Letters	Baseball	Basketball	Football	Others
SHREVEPORT	KSLA-TV			pro†	
	KTBS-TV			NCAA† coll†	

MAINE

BANGOR	WABI-TV				wrestl'g†
	W-TWO		coll* ; hs*	coll* ; hs*	
PORTLAND	WCSH-TV	maj lg†	pro†	pro†	tennis†

MARYLAND

BALTIMORE	WAAM	maj lg*†		pro*†	boxing† wrestl'g†
	WMAR-TV	x*	big ten†	x* Bowl games†	bowl'g* wrestl'g*

MASSACHUSETTS

BOSTON	WBZ-TV	maj lg*	pro*	NCAA† Bowl games†	boxing†
	WNAC-TV	maj lg*			
PITTSFIELD	WMGT				boxing† wrestl'g†
SPRINGFIELD	WHYN-TV		coll†; pro†	maj lg†	
	WWLP	wrld srs†		NCAA†	

MICHIGAN

ANN ARBOR	WPAG-TV				boxing*
BAY CITY	WNEM-TV	maj lg†	pro†	NCAA†	
CADILLAC	WWTW	maj lg†	big ten†	pro†	hockey† wrestl'g†
DETROIT	WJBK-TV	maj lg*		pro*	hockey*
	WWJ-TV			NCAA†	boxing† hockey*
	WXYZ-TV			NCAA†	boxing† hockey*
GRAND RAPIDS	WOOD-TV	maj lg†	coll†; pro†	coll†; pro†	
KALAMAZOO	WKZO-TV		x†	x†	racing†
LANSING	WJIM-TV		big ten†		boxing† hockey†
	WTOM-TV			coll†; pro†	boxing† wrestl'g†
SAGINAW	WKNX-TV		x†	x†	bowl'g† boxing† fishing† hunt'g† ski'g†
TRAVERSE CITY	WPBN-TV		x*	x*	boxing†

MINNESOTA

AUSTIN	KMMT			pro†	
DULUTH-SUPERIOR	WDSM-TV	maj lg†; coll*	coll* ; pro†	pro†	curl'g* hockey* horse racing†
MINNEAPOLIS-ST. PAUL	KEYD-TV	x*	coll* ; bs* ; pro*		boxing† wrestl'g†
	WCCO-TV	maj lg†	pro†	coll†; pro†	bowl'g* wrestl'g*†
	WTCN-TV			pro†	boxing†
ROCHESTER	KROC-TV			NCAA†	

MISSISSIPPI

JACKSON	WJTV			pro†	boxing†
MERIDIAN	WTOK-TV			pro†	

MISSOURI

COLUMBIA	KOMU-TV		pro†	NCAA†	boxing†
JEFFERSON CITY	KRCG-TV		big ten*	coll†; hs†	
KANSAS CITY	KCMO-TV			NCAA† pro†	boxing†; wrestl'g*†
	KMBC-TV			pro†	bowl'g* wrestl'g†

City	Call Letters	Baseball	Basketball	Football	Others
ST. JOSEPH	KFEQ-TV	maj lg†	big ten† AAU*	pro† Bowl games†	
ST. LOUIS	KSD-TV		big ten†	NCAA†	boxing† bowl'g*
	KTVI			coll†; pro†	boxing† bowl'g† roller derby† wrestl'g†
SPRINGFIELD	KTTS-TV	x†	x†		bowl'g† wrestl'g†

MONTANA

BILLINGS	KOOK-TV				x†
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NEBRASKA

KEARNEY	KHOL-TV	maj lg†		coll†; pro†	
LINCOLN	KOLN-TV			pro†; coll†	wrestl'g†
OMAHA	KMTV	pro*		coll*	car rac'g*
	WOW-TV			NCAA†	bowling† wrestl'g†

NEVADA

LAS VEGAS	KLAS-TV				boxing†
	KLRJ-TV		pro†	NCAA†	
RENO	KZTV	x†	coll†	pro† Bowl games†	

NEW HAMPSHIRE

MANCHESTER	WMUR-TV			coll* ; pro†	boxing† bowl'g† wrestl'g†
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NEW MEXICO

ALBUQUERQUE	KGGM-TV	pro†	big ten†		bowling†
	KOAT-TV				boxing*† wrestl'g*†
	KOB-TV			NCAA† coll†	boxing† wrestl'g*

NEW YORK

ALBANY	WROW-TV	x†	big ten†	pro†; NCAA	
BUFFALO	WBEN-TV			x†	
	WGR-TV		coll†; bs†	coll†; hs†; pro†	boxing† wrestl'g†
CARTHAGE	WCNY-TV	maj lg†		pro†	bowl'g†
KINGSTON	WKNY-TV			NCAA† pro†	wrestl'g†
NEW YORK	WABD			pro†	boxing† wrestl'g†
	WATV		coll*		wrestl'g*
	WCBS-TV		big ten†	Bowl games†	horse rac'g†
	WOR-TV	maj lg*			
	WPIX	maj lg*		pro†	bowling*
	WRCA-TV		pro†	NCAA†	bowling†
PLATTSBURG	WIRI		pro†	NCAA†	bowling† wrestl'g†
ROCHESTER	WHAM-TV		pro†	pro†	
	WVET-TV	maj lg†	big ten†	NCAA†	boxing†
SCHENECTADY	WRGB				horse racing†
SYRACUSE	WHEN-TV				boxing*†
	WSYR-TV	min lg*	x†	x†	boxing†

NORTH CAROLINA

ASHEVILLE	WLOS-TV			pro†	boxing†* wrestl'g†
CHARLOTTE	WBTV	maj lg† wrld srs†	pro†	NCAA† pro†; coll†	

NORTH CAROLINA (continued)

City	Call Letters	Baseball	Basketball	Football	Others
DURHAM	WTVD			coll†	
GREENSBORO	WFMY-TV			pro†;coll*	
GREENVILLE	WNCT			pro†	boxing† wrestl'g†
WASHINGTON	WITN	x†	x†	x†	
WILMINGTON	WMFD-TV			NCAA† coll†	
WINSTON-SALEM	WSJS-TV		NCAA†	NCAA† coll†	boxing†

NORTH DAKOTA

BISMARCK	KBMB-TV		x†	x†	
MINOT	KCJB-TV		x†		
VALLEY CITY	KXJB-TV		pro†;coll*	coll†*	bowling† wrestl'g†

OHIO

AKRON	WAKR-TV		coll*	coll*	boxing† wrestl'g†
CINCINNATI	WCPO-TV			pro†	boxing† bowl'g† wrestl'g†
	WLW-TV				wrestl'g*
CLEVELAND	WEWS			pro*	boxing† bowl'g† wrestl'g†
	WNBK	wrld srs†		NCAA† Bowl games†	
	WXEL				bowl'g*; box'g†; wrestl'g†
COLUMBUS	WBNS-TV		x†		boxing†
	WLW-C		pro†	NCAA†	boxing†
	WTVN-TV	maj lg*†		pro†	boxing† wrestl'g†
DAYTON	WHIO-TV	maj lg*	coll*		
	WLW-D		coll*		bowling*
STEUBENVILLE	WSTV-TV			coll†	boxing*
TOLEDO	WSPD-TV	maj lg†		coll†;pro†	bowling† wrestl'g†
YOUNGSTOWN	WKBN-TV			coll†;pro†	boxing† bowl'g† wrestl'g†
ZANESVILLE	WHIZ-TV			big ten† NCAA† pro†	boxing† bowl'g†

OKLAHOMA

ENID	KGEQ-TV		coll†;hs†	coll†;hs†	
LAWTON	KSWO-TV		coll†;hs†	pro†	
OKLAHOMA CITY	KWTU		big ten†	pro†	wrestl'g†
	WKY-TV		pro†	NCAA† coll†	boxing†
TULSA	KOTV	mln lg*		coll†;hs† Bowl games†	wrestl'g*
	KTVX			pro†	
	KV00-TV		coll†	NCAA† coll*	

OREGON

EUGENE	KVAL-TV			NCAA†- pro†	boxing† wrestl'g†
MEDFORD	KBES-TV			pro†	
PORTLAND	KLOR			pro†	boxing† wrestl'g†
	KOIN-TV		x†	x†	wrestl'g*
	KPTV		pro†		bowl'g†

PENNSYLVANIA

BETHLEHEM	WLEV-TV			hs*	
EASTON	WGLV	coll†;hs†	coll†;hs†	pro†;coll†	boxing*

City	Call Letters	Baseball	Basketball	Football	Others
ERIE	WICU			pro†	
	WSEE-TV	maj lg†	big ten†	coll†	bowl'g*
HARRISBURG	WCMB-TV	pro†		pro†	boxing† wrestl'g†
	WTPA	x†	x†		boxing†
JOHNSTOWN	WARD-TV		x†	x†	boxing† racng† wrestl'g†
	WJAC-TV	wrld srs*		pro†;coll*	boxing*
PHILADELPHIA	WFIL-TV	maj lg*		NCAA†	boxing*; wrestl'g†
	WPTZ	maj lg* wrld srs†	pro†	pro†	
PITTSBURGH	KDKA-TV			NCAA† pro*	boxing†
	WENS	maj lg*			
SCRANTON	WARM-TV	hs*	hs*	hs*; coll†	boxing†
	WGBI-TV			coll†;hs†	
WILKES-BARRE	WILK-TV				boxing† wrestl'g†
YORK	WNOV-TV			coll†;pro†	
	WSBA-TV			pro†;hs†	boxing† wrestl'g†

RHODE ISLAND

PROVIDENCE	WJAR-TV	maj lg†			
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SOUTH CAROLINA

ANDERSON	WAIM-TV			pro†	
CHARLESTON	WCSC-TV	coll†	big ten†	NCAA†	boxing† roller skating† wrestl'g†
COLUMBIA	WCOS-TV				boxing† wrestl'g†
	WIS-TV			NCAA† coll†	
	WNOK-TV	maj lg† coll*	big ten†		wrestl'g†
FLORENCE	WBTW			NCAA† pro†	boxing† wrestl'g†
GREENVILLE	WFBC-TV		pro†	NCAA†	
	WGVU	x†	x†	x†	boxing† wrestl'g†

SOUTH DAKOTA

RAPID CITY	KOTA-TV				boxing† bowl'g† wrestl'g†
SIOUX FALLS	KELO-TV			coll†	

TENNESSEE

CHATTANOOGA	WDEF-TV	maj lg†	pro†	pro†;coll†	
JACKSON	WDXI-TV		coll*; hs*	coll*; hs*	
JOHNSON CITY	WJHL-TV			pro†	
KNOXVILLE	WATE-TV		pro†	NCAA†	
	WTVK-TV		big ten†		
MEMPHIS	WHBQ-TV	maj lg†	big ten†		
	WMCT		NCAA†	NCAA† coll*†	
NASHVILLE	WLAC-TV		big ten†		wrestl'g†
	WSM-TV	mln lg*	pro†;coll*	NCAA† coll†	wrestl'g*

TEXAS

ABILENE	KRBC-TV	x†			
AMARILLO	KFDA-TV		big ten†	pro†	wrestl'g*
	KGNC-TV		pro†	NCAA†	
AUSTIN	KTBC-TV	maj lg†	NCAA†	NCAA†	boxing† wrestl'g†
BEAUMONT	KFDM-TV		x†	pro†	

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TEXAS (continued)

City	Call Letters	Baseball	Basketball	Football	Others
CORPUS CHRISTI	KV00-TV			coll*	
DALLAS	WFAA-TV			NCAA†	boxing† bowl'g†
EL PASO	KROO-TV		NCAA†	pro†; coll†	wrestl'g†
	KTSM-TV			pro†	bowling†
	XEJ-TV				boxing* wrestl'g*
FORT WORTH	KFJZ-TV		coll*	coll†	
	WBAP-TV			NCAA†	boxing†
HOUSTON	KTRK-TV			pro†; coll†	boxing† bowl'g† wrestl'g*
LUBBOCK	KOUB-TV			coll†	horse racing†
LUFKIN	KTRE-TV	x†	x†	x†	wrestl'g†
SAN ANGELO	KTXL-TV		coll*;hs*	pro†;coll*	
SAN ANTONIO	KCOR-TV				bullfights† boxing†
	KENS-TV	x†	big tent†	pro*†	horse racing†
	WOAI-TV		pro†	pro†	wrestl'g*
TEMPLE	KCEN-TV		NCAA†	NCAA†	
TEXARKANA	KCMC-TV	wrld srs†	pro†	NCAA†	racing†
WESLACO	KRGV-TV			pro†	

UTAH

SALT LAKE CITY	KSL-TV		pro*		
	KTVT		pro†	pro†	boxing†
	KUTV	pro*	coll†;pro†		wrestl'g* boxing*

VERMONT

BURLINGTON	WCAX-TV			coll†	
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VIRGINIA

LYNCHBURG	WLVA-TV	pro†			boxing† wrestl'g†
NORFOLK	WTAR-TV	pro†	pro†	pro†	boxing† wrestl'g†
	WVEC-TV	wrld srs†	pro†	NCAA†	boxing†
RICHMOND	WTVR			pro†	
	WXEX-TV		pro†	NCAA†	
ROANOKE	WOBX-TV		coll†	pro†	
	WSLS-TV		NCAA†	NCAA†	

WASHINGTON

BELLINGHAM	KVOS-TV	x†	x†	x†	
SEATTLE	KING-TV		coll*	pro†	
	KOMO-TV		coll†; pro†	NCAA†	
SPOKANE	KHQ-TV		pro†	pro†	boxing† hockey wrestl'g*
	KREM-TV			pro†	boxing†
	KXLY-TV		coll†; big tent†		
TACOMA	KTNT-TV	x†	x†	x†	
	KTVW	coll*	coll*		boxing† bowl'g† hockey* skl'g* wrestl'g*
YAKIMA	KIMA-TV		coll†	NCAA† pro†	

WEST VIRGINIA

BLUEFIELD	WHIS-TV		pro†;coll†	NCAA† coll†	
CHARLESTON	WCHS-TV			pro†;coll†	
HUNTINGTON	WSAZ-TV	coll*;hs*	pro†;hs*	pro†;coll†	boxing†
OAK HILL	WOAY-TV	x†	x†		
PARKERSBURG	WTAP	maj lg†	pro†	NCAA† pro†	
WHEELING	WTRF-TV	maj lg†	NCAA† pro†		boxing† bowl'g† wrestl'g†

WISCONSIN

MAISON	WKOW-TV	pro†	big tent†	big tent coll†	
	WMTV		big tent†	NCAA† pro†	boxing† bowl'g† wrestl'g†
MARINETTE	WMBV-TV		NCAA† pro†	coll*	
MILWAUKEE	WXIX		big tent†	big tent†	boxing†

City	Call Letters	Baseball	Basketball	Football	Others
SUPERIOR- OULUTH	WOSM-TV	maj lg† local*	pro†;coll*	pro†	curling* hockey* horse racing†
WAUSAU	WSAU-TV	x†	x†	x†	

WYOMING

CHEYENNE	KFBC-TV			NCAA† pro† coll†	
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ALASKA

ANCHORAGE	KENI-TV				boxing† wrestl'g†
FAIRBANKS	KFAR-TV	maj lg† wrld srs†		pro†; Bowl games†	boxing† bowl'g* racing* wrestl'g†

HAWAII

HONOLULU	KGMB-TV KONA KULA-TV			pro†	boxing* bowl'g† boxing† wrestl'g†
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PUERTO RICO

SAN JUAN	WKAQ-TV	pro*			horse racing*
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CANADA**Alberta**

CALGARY	CHCT-TV			pro†	
LETHBRIDGE	CJLH-TV				wrestl'g†

British Columbia

VANCOUVER	CBUT			pro*	boxing* bowl'g* hockey* wrestl'g*
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Mantoba

WINNIPEG	CBWT			pro*	boxing* bowl'g* hockey* wrestl'g*
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New Brunswick

MONCTON	CKCW-TV	pro*			curling* hockey*
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Newfoundland

ST. JOHN'S	CJON-TV			pro†	boxing†* bowl'g† wrestl'g†
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Nova Scotia

HALIFAX	CBHT			pro*	boxing* bowl'g* hockey* wrestl'g*
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Ontario

BARRIE	CKVR-TV	mln lg†		pro†	hockey†
KITCHENER	CKCO-TV			pro†	boxing† hockey† wrestl'g†
LONDON	CFPL-TV			pro†	hockey†
OTTAWA	CBOFT			pro*	boxing† bowl'g* hockey wrestl'g*
	CBOT			pro*	boxing* bowl'g* hockey* wrestl'g*
TORONTO	CBLT			pro*	boxing* bowl'g* hockey* wrestl'g*
WINGHAM	CKNX-TV			pro†	boxing† hockey† wrestl'g†

Quebec

JONQUIERE	CKRS-TV				wrestl'g†
MONTREAL	CBFT				boxing* bowl'g* hockey* wrestl'g*
	CBMT			pro*	boxing* bowl'g* hockey* wrestl'g*

Saskatchewan

SASKATOON	CFQC-TV			pro*	
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studio facilities



symbol

x station offers facility
under column heading

- This list of 395 stations is designed to help the buyer for specialized products. The list was set up in chart form so that the reader could easily compile lists of stations offering each facility. Of greatest significance perhaps is the very large increase of stations equipped to receive color telecasts. The jump was from 132 in 1955 to 211 today. A similar increase is shown in number of stations equipped to transmit color—124 reported in 1955 Buyers' Guide compared with 196 today.

346 or 87% have permanent kitchen sets

391 or 98% have permanent living room sets

315 or 79% have permanent out-door or patio sets

238 or 60% have auto ramps

212 or 53% have rear view screens

184 or 46% have remote equipment

310 or 78% are interconnected for black and white

211 or 53% are interconnected for color

196 or 49% are equipped to transmit color

ALABAMA

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
BIRMINGHAM	WABT	x	x	x	x	x	x	x	x	x
	WBRC-TV	x	x	x	x	x	x	x	x	x
DECATUR	WMSL-TV	x	x							
MOBILE	WALA-TV	x	x	x	x			x		
	WKRQ-TV	x	x	x	x	x		x	x	x
MONTGOMERY	WCOV-TV	x	x	x	x	x				
	WSFA-TV		x		x	x	x	x	x	x

ARIZONA

PHOENIX	KOOL-TV	x	x	x	x	x	x	x		x
	KPHO-TV	x	x	x	x	x	x	x	x	x
	KTVK	x	x	x	x	x	x	x	x	x
	KVAR	x	x	x	x	x		x	x	x
TUCSON	KOPQ-TV	x	x	x	x	x				
	KVOA-TV		x		x	x		x		

ARKANSAS

EL DORADO	KRBB	x	x	x	x			x	x	x
FORT SMITH	KFSA-TV	x	x	x	x		x	x		
LITTLE ROCK	KARK-TV	x	x	x	x	x		x	x	x
	KATV	x	x	x	x		x	x	x	x
	KTHV	x	x				x	x	x	x
TEXARKANA	KCMC-TV	x	x		x	x		x	x	x

CALIFORNIA

BAKERSFIELD	KBAK-TV	x	x	x	x			x		
	KERO-TV	x	x	x	x			x	x	x
CHICO	KHSL-TV	x	x	x		x		x		

CALIFORNIA (continued)

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
EUREKA	KIEM-TV	x							x	
FRESNO	KJEO-TV	x	x	x	x			x	x	x
	KMJ-TV	x	x	x	x			x	x	x
	KVVG	x	x	x	x					
LOS ANGELES	KABC-TV	x	x	x	x	x	x	x		
	KCOP	x	x	x	x	x	x			
	KHJ-TV	x	x	x	x	x	x	x		x
	KNTX	x	x	x	x	x	x	x	x	x
	KRCA	x	x	x	x			x	x	x
	KTLA	x	x	x	x	x	x			x
SACRAMENTO	KTTV	x	x	x	x	x	x			
	KBET-TV	x	x	x	x			x	x	x
	KCCC-TV	x	x	x	x	x	x	x		
SALINAS	KCRA-TV	x	x		x	x	x	x	x	x
	KSBW-TV	x	x	x					x	
SAN DIEGO	KFMB-TV	x	x		x	x	x	x	x	x
	KFSD-TV	x	x			x	x	x	x	x
	XETV		x	x	x		x			
SAN FRANCISCO	KGO-TV	x	x	x	x	x	x			
	KPIX	x	x	x	x	x	x	x	x	x
	KRON-TV	x	x	x		x	x	x	x	x
	KSAN-TV		x	x				x		
SAN JOSE	KNTV	x	x	x		x	x			
SAN LUIS OBISPO	KVEC-TV		x	x	x				x	x
SANTA BARBARA	KEY-T		x	x						
STOCKTON	KOVR		x	x				x	x	

(CONTINUED)

COLORADO

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
COLORADO SP'GS	KKTV	x	x	x	x		x	x		
DENVER	KBTB	x	x	x	x	x	x	x		
	KLZ-TV	x	x	x	x	x	x	x	x	x
	KOA-TV	x	x			x	x	x	x	x
	KTVR	x	x	x			x	x		x
GRAND JUNCTION	KFXJ-TV	x	x	x	x			x		
PUEBLO	KCSJ-TV	x	x	x	x	x	x	x		

CONNECTICUT

HARTFORD	WGTH-TV	x	x		x			x		
	WKNB-TV	x	x	x				x	x	x
NEW HAVEN	WNHC-TV	x	x	x		x	x	x	x	x

DISTRICT OF COLUMBIA

WASHINGTON	WRC-TV	x	x	x		x	x	x	x	x
	WTOP-TV	x	x	x		x	x	x	x	x
	WTTG	x	x	x		x	x	x		

FLORIDA

FT. LAUDERDALE	WITV	x	x	x	x		x	x		
JACKSONVILLE	WMBR-TV	x	x	x		x	x	x	x	x
MIAMI	WTVJ	x	x	x		x	x		x	x
ORLANDO	WDBO-TV	x	x	x		x		x	x	
PENSACOLA	WEAR-TV	x	x	x		x	x	x		
TAMPA	WFLA-TV	x	x	x	x	x	x	x	x	x
	WSUN-TV	x	x	x	x				x	x
	WTVT	x	x	x	x		x	x	x	x
W. PALM BEACH	WEAT-TV		x	x	x			x		
	WJNO-TV	x	x	x				x	x	x

GEORGIA

ALBANY	WALB-TV	x	x	x	x	x				
ATLANTA	WAGA-TV	x	x	x	x	x	x	x	x	x
	WLW-A	x	x	x	x	x	x	x		
	WSB-TV	x	x	x		x	x	x	x	x
AUGUSTA	WJBF	x	x	x	x	x		x	x	x
	WRDW-TV	x	x	x	x			x	x	
COLUMBUS	WDAK-TV	x	x	x	x			x	x	x
	WRBL-TV	x	x	x	x	x	x	x	x	x
SAVANNAH	WSAV-TV		x	x	x	x		x	x	x
THOMASVILLE	WCTV	x	x	x	x					

IDAHO

BOISE	KB01	x	x		x		x			
	KIDO-TV	x	x			x				
IDAHO FALLS	KID-TV		x	x	x	x				
TWIN FALLS	KLIX-TV	x	x	x	x					

ILLINOIS

CHAMPAIGN	WCIA	x	x	x	x	x		x	x	x
CHICAGO	WBBM-TV		x	x		x	x	x	x	x
	WBKB	x	x	x			x	x	x	
	WGN-TV	x	x	x	x	x	x	x		x
	WNBQ	x	x	x	x		x	x	x	x
DECATUR	WTVP	x	x	x	x			x		
HARRISBURG	WSIL-TV	x	x	x	x					

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
PEORIA	WTVH	x	x		x			x	x	
QUINCY	WGEM-TV	x	x					x	x	x
ROCKFORD	WREX-TV	x	x	x				x	x	x
ROCK ISLAND	WHBF-TV	x	x			x	x	x	x	x
SPRINGFIELD	WICS	x	x	x			x	x		

INDIANA

ELKHART	WSJV-TV	x	x	x	x	x		x		
EVANSVILLE	WEHT	x	x	x			x	x	x	
	WFIE-TV	x	x	x		x		x		
FORT WAYNE	WIN-T			x	x			x	x	x
	WKJG-TV	x	x			x	x	x	x	x
INDIANAPOLIS	WFBM-TV	x	x	x	x		x	x	x	x
	WISH-TV	x	x	x			x	x	x	x
LAFAYETTE	WFAM-TV	x		x	x	x				
SOUTH BEND	WNDU-TV	x	x	x	x		x	x	x	x
	WSBT-TV	x	x				x	x	x	x
TERRE HAUTE	WTHI-TV		x	x	x	x		x	x	x

IOWA

CEDAR RAPIDS	KCRG-TV	x	x	x				x		
	WMT-TV	x	x	x	x			x	x	x
DAVENPORT	WOC-TV		x	x	x		x	x	x	x
DES MOINES	KRNT-TV	x	x	x	x	x	x	x	x	x
	WHO-TV	x	x		x	x	x	x	x	x
	WOI-TV	x	x	x		x	x	x	x	x
FORT DODGE	KQTV	x	x	x	x			x	x	
MASON CITY	KGLD-TV	x	x	x	x			x	x	
OTTUMWA	KTV0	x	x	x	x	x		x	x	x
SIOUX CITY	KTIV	x	x	x	x		x	x	x	x
	KVTV	x	x	x		x	x	x	x	x
WATERLOO	KWWL	x	x							x

KANSAS

GREAT BEND	KCKT-TV	x	x	x		x		x		
PITTSBURG	KOAM-TV	x	x	x	x			x	x	x
TOPEKA	WIBW-TV	x	x	x				x	x	x
WICHITA	KAKE-TV	x	x	x	x	x	x		x	x
	KARD-TV		x							x
	KEDD	x	x	x				x	x	x
	KTVH	x	x	x		x	x			x

KENTUCKY

LEXINGTON	WLEX-TV	x	x	x	x			x		
LOUISVILLE	WAVE-TV	x	x	x		x	x	x	x	x

LOUISIANA

ALEXANDRIA	KALB-TV		x	x		x		x	x	
BATON ROUGE	WAFB-TV	x	x	x	x	x		x		
	WBRZ	x	x	x		x		x		
LAFAYETTE	KLFY-TV	x	x	x				x	x	x
LAKE CHARLES	KPLC-TV	x	x	x	x	x		x		
	KTAG-TV	x	x		x			x		
MONROE	KN0E-TV	x	x	x	x	x		x	x	x

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
NEW ORLEANS	WDSU-TV	x	x	x		x	x	x	x	x
	WJMR-TV	x	x	x	x	x	x	x	x	x
SHREVEPORT	KSLA-TV	x	x	x		x		x	x	x
	KTBS-TV	x	x	x	x		x	x	x	x

MAINE

BANGOR	WABI-TV	x	x	x	x	x		x		
	W-TWO	x	x	x	x	x	x			
PORTLAND	WCSH-TV	x	x					x	x	x
	WGAN-TV		x	x		x	x	x	x	x

MARYLAND

BALTIMORE	WAAM	x	x	x	x	x	x	x	x	
	WMAR-TV	x	x	x		x	x	x	x	x
SALISBURY	WBOC-TV	x	x	x	x	x		x		

MASSACHUSETTS

BOSTON	WBZ-TV	x	x	x	x	x	x	x	x	x
	WNAC-TV		x				x	x	x	x
	WATO				x	x				
PITTSFIELD	WMGT		x			x				
SPRINGFIELD	WHYN-TV	x	x	x	x			x		
	WWLP	x	x	x	x	x	x	x	x	x

MICHIGAN

ANN ARBOR	WPAG-TV		x	x						
BAY CITY	WNEM-TV	x	x	x	x			x	x	x
CADILLAC	WWTW	x	x					x		
DETROIT	CKLW-TV	x	x			x		x		
	WJBK-TV	x	x				x	x	x	x
	WWJ-TV	x	x	x	x	x	x	x	x	x
	WXYZ-TV	x	x	x	x	x	x	x		
GRAND RAPIDS	WOOD-TV	x	x	x	x	x	x	x	x	x
KALAMAZOO	WKZO-TV		x	x		x		x	x	x
LANSING	WJIM-TV	x	x	x	x		x	x	x	
	WTOM-TV	x	x							
SAGINAW	WKNX-TV	x	x					x	x	x
TRAVERSE CITY	WPNB-TV	x	x	x	x	x		x		

MINNESOTA

AUSTIN	KMMT		x	x	x					
DULUTH-SUPERIOR	KDAL-TV	x	x			x		x		
MINNEAPOLIS-ST. PAUL	KEYD-TV	x	x	x	x	x	x	x		
	WCCO-TV	x	x	x	x	x	x	x	x	x
	WTCN-TV	x	x	x	x	x	x	x		
ROCHESTER	KROC-TV	x	x	x				x	x	x

MISSISSIPPI

JACKSON	WJTV		x	x	x	x	x	x	x	x
	WLBT	x	x	x	x		x	x	x	x
MERIDIAN	WTOK-TV		x	x				x	x	

MISSOURI

COLUMBIA	KOMU-TV	x	x		x		x	x		
HANNIBAL	KHQA-TV	x	x	x	x		x	x	x	x
JEFFERSON CITY	KRCG-TV	x				x				

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
JOPLIN	KOAM-TV	x	x	x	x			x	x	x
	KSWM-TV	x	x		x			x	x	x
KANSAS CITY	KCMO-TV	x	x	x	x		x	x	x	x
	KMBC-TV		x		x	x	x			x
	WDAF-TV	x	x	x	x	x	x	x	x	x
ST. JOSEPH	KFEQ-TV	x	x	x	x		x	x		
ST. LOUIS	KSD-TV	x	x				x	x	x	x
	KTVI		x	x	x			x		
SPRINGFIELD	KTTS-TV	x	x	x			x	x	x	x

MONTANA

BILLINGS	KOOK-TV	x	x		x					
BUTTE	KXLF-TV		x	x						
GREAT FALLS	KFBB-TV	x	x		x	x				
MISSOULA	KGVO-TV		x	x						

NEBRASKA

HASTINGS	KHAS-TV	x	x	x	x			x	x	x
KEARNEY	KHOL-TV	x	x	x	x	x		x		
LINCOLN	KOLN-TV	x	x							
OMAHA	KMTV	x	x	x		x	x	x	x	x
	WOW-TV	x	x	x	x	x	x	x	x	x

NEVADA

LAS VEGAS	KLAS-TV	x	x		x			x		
	KLRJ-TV	x	x	x	x			x	x	x
RENO	KZTV	x	x	x	x			x	x	

NEW HAMPSHIRE

MANCHESTER	WMUR-TV	x	x	x	x	x		x		
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NEW MEXICO

ALBUQUERQUE	KGGM-TV	x	x		x	x		x		
	KOAT-TV	x	x	x	x	x	x			
	KOB-TV	x	x	x	x		x	x		
ROSWELL	KSWs-TV		x	x	x			x		

NEW YORK

ALBANY	WROW-TV	x	x	x		x		x		
BINGHAMTON	WNBF-TV	x	x					x	x	x
BUFFALO	WGR-TV	x	x	x						x
CARTHAGE	WCNY-TV	x	x	x	x			x		
KINGSTON	WKNY-TV		x	x				x		
NEW YORK	WABC-TV	x	x	x		x	x	x		
	WABD	x	x	x	x	x	x	x	x	x
	WATV	x	x	x		x	x	x		
	WCBS-TV		x		x	x	x	x	x	x
	WOR-TV	x	x					x		x
	WPIX	x	x	x		x	x	x	x	x
	WRCA-TV	x	x	x	x	x	x	x	x	x
	WIRI	x	x	x						
	WHAM-TV	x	x	x			x	x	x	x
ROCHESTER	WHEC-TV	x	x							x
	WRGB	x	x	x			x	x	x	
SYRACUSE	WHEN-TV	x	x	x			x	x	x	
UTICA	WSYR-TV	x	x	x	x	x	x	x	x	x
	WKTV	x	x			x		x	x	x

(CONTINUED)

(CONTINUED)

NORTH CAROLINA

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
ASHEVILLE	WLOS-TV	x	x	x	x	x		x	x	x
CHARLOTTE	WBTV	x	x	x	x	x	x	x	x	x
DURHAM	WTVD	x	x	x	x			x	x	x
GREENSBORO	WFMY-TV	x	x	x		x		x	x	x
GREENVILLE	WNCT	x	x	x		x		x	x	x
WASHINGTON	WITN	x	x	x		x		x	x	x
WILMINGTON	WMFD-TV	x	x	x		x	x	x	x	
WINSTON-SALEM	WSJS-TV		x	x				x	x	x

NORTH DAKOTA

BISMARCK	KBMB-TV		x	x			x		x	x
FARGO	WDAY-TV		x	x		x				
MINOT	KCJB-TV	x	x	x			x	x		
VALLEY CITY	KXJB-TV	x	x	x	x		x	x	x	x

OHIO

AKRON	WAKR-TV	x	x	x	x		x	x		
ASHTABULA	WICA-TV	x	x		x	x				
CINCINNATI	WCPO-TV		x	x	x		x	x		
	WKRC-TV	x	x	x		x	x	x		x
	WLW-T	x	x	x	x	x	x	x	x	x
CLEVELAND	WEWS	x	x	x	x	x	x	x	x	x
	WNBK	x	x	x	x		x	x	x	x
	WXEL	x	x			x	x	x	x	x
COLUMBUS	WBNS-TV	x	x	x				x	x	x
	WLW-G	x	x	x		x	x	x	x	x
	WTVN-TV	x	x	x	x	x		x		
DAYTON	WHIO-TV	x	x	x	x		x	x	x	
	WLW-D	x	x	x		x	x	x		x
STEUBENVILLE	WSTV-TV	x	x	x	x			x		
TOLEDO	WSPD-TV	x	x			x		x	x	x
YOUNGSTOWN	WKBN-TV	x	x	x	x	x			x	x
ZANESVILLE	WHIZ-TV		x	x				x		

OKLAHOMA

ENID	KGEQ-TV	x	x	x	x	x		x		x
LAWTON	KSWO-TV	x	x	x	x			x		
OKLAHOMA CITY	KWTU	x	x	x	x			x	x	x
	WKY-TV	x	x			x	x	x	x	x
TULSA	KOTV	x	x	x	x	x	x	x	x	
	KTVX	x	x	x	x	x	x	x		
	KV00-TV		x	x		x		x	x	x

OREGON

EUGENE	KVAL-TV	x	x	x	x					
MEDFORD	KBES-TV	x				x		x		
PORTLAND	KLOR	x	x		x	x		x	x	x
	KOIN-TV	x	x	x	x	x	x	x	x	x
	KPTV	x	x	x	x		x	x	x	x

PENNSYLVANIA

ALTOONA	WFBG-TV		x					x		
EASTON	WGLV	x	x	x	x	x		x		
ERIE	WICU	x	x	x	x			x	x	x
	WSEE-TV	x	x	x	x	x	x	x	x	

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
HARRISBURG	WCMB-TV	x	x					x	x	x
JOHNSTOWN	WARD-TV		x	x				x		
	WJAC-TV	x			x	x		x	x	
PHILADELPHIA	WCAU-TV	x	x	x	x	x	x	x	x	x
	WFIL-TV	x	x	x	x	x	x	x		x
	WPTZ	x	x	x		x	x	x		x
PITTSBURGH	KDKA-TV	x	x	x		x	x	x	x	x
READING	WHUM-TV		x	x				x	x	x
SCRANTON	WARM-TV	x	x	x	x		x	x		
	WGBI-TV	x	x	x				x	x	
WILKES-BARRE	WILK-TV	x	x	x				x	x	x
YORK	WNOV-TV	x	x	x	x	x		x		
	WSBA-TV		x	x	x		x	x		

RHODE ISLAND

PROVIDENCE	WJAR-TV	x	x	x		x	x	x	x	
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SOUTH CAROLINA

ANDERSON	WAIM-TV	x	x	x	x	x		x	x	x
CHARLESTON	WCSC-TV	x	x	x		x				
COLUMBIA	WCOS-TV	x	x	x	x	x		x		x
	WIS-TV	x	x		x		x	x	x	x
	WNOK-TV	x	x				x	x	x	
FLORENCE	WBTW	x	x	x	x	x	x	x	x	
GREENVILLE	WFBC-TV	x	x	x	x		x		x	x
	WGLV		x			x		x		

SOUTH DAKOTA

RAPID CITY	KOTA-TV	x	x	x	x					
SIOUX FALLS	KELO-TV	x	x	x	x	x	x	x	x	

TENNESSEE

CHATTANOOGA	WDEF-TV	x	x	x					x	
JACKSON	WDXI-TV	x	x	x				x	x	x
JOHNSON CITY	WJHL-TV	x	x	x		x		x		
KNOXVILLE	WATE-TV	x	x	x		x		x	x	
	WTVK-TV	x	x					x	x	x
MEMPHIS	WHBQ-TV	x	x	x				x		
	WMCT	x	x	x		x	x	x	x	x
NASHVILLE	WLAC-TV	x	x	x	x	x		x	x	x
	WSM-TV	x	x	x	x	x	x	x	x	x

TEXAS

ABILENE	KRBC-TV	x	x	x		x		x		
AMARILLO	KFDA-TV	x	x	x				x		
	KGNO-TV	x	x	x	x	x	x	x	x	x
AUSTIN	KTBC-TV	x	x	x				x	x	x
BEAUMONT	KFDM-TV	x	x	x					x	x
CORPUS CHRISTI	KVDO-TV	x	x	x		x				
DALLAS	KRLD-TV	x	x	x		x	x	x	x	x
	WFAA-TV	x	x	x	x		x	x	x	x
EL PASO	KROD-TV	x	x	x	x	x		x	x	x
	KTSM-TV	x	x	x		x		x	x	x
	XEJ-TV	x	x					x	x	
FORT WORTH	KFJZ-TV		x	x		x	x			
	WBAP-TV	x	x	x		x	x	x	x	x

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
HARLINGEN	KGBT-TV	x	x	x	x					
HOUSTON	KTRK-TV	x	x		x		x	x		x
LAREDO	KHAD-TV	x	x	x	x					
LONGVIEW	KTVE	x	x	x	x					
LUBBOCK	KCBD-TV	x	x					x	x	x
	KDUB-TV	x	x	x			x	x	x	x
LUFKIN	KTRE-TV		x	x						x
SAN ANGELO	KTXL-TV	x	x	x	x			x		
SAN ANTONIO	KCOR-TV		x	x	x	x		x		
	KENS-TV		x	x			x	x		x
	WOAI-TV	x	x	x	x		x	x	x	
SWEETWATER	KPAR-TV									x
TEMPLE	KCEN-TV	x	x	x	x			x	x	x
TEXARKANA	KCMC-TV	x	x		x	x		x	x	x
WESLACO	KRGV-TV	x	x	x	x			x		

UTAH

SALT LAKE CITY	KSL-TV	x	x	x	x	x	x	x	x	x
	KTVT	x	x	x		x	x	x	x	x
	KUTV	x	x	x	x	x	x	x	x	x

VERMONT

BURLINGTON	WCAX-TV	x	x					x	x	x
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VIRGINIA

LYNCHBURG	WLVA-TV	x	x					x	x	
NORFOLK	WTAR-TV	x	x	x	x			x	x	x
	WVEC-TV	x	x	x				x	x	x
RICHMOND	WTVR	x	x	x	x	x		x	x	x
	WXEX-TV	x	x	x				x	x	x
ROANOKE	WDBJ-TV	x	x	x	x	x		x	x	x
	WSLS-TV	x	x	x	x	x			x	x

WASHINGTON

BELLINGHAM	KVOS-TV							x		
SEATTLE	KING-TV	x	x	x	x	x	x	x	x	x
	KOMO-TV	x	x	x			x	x	x	x
SPOKANE	KHQ-TV	x	x	x	x		x	x	x	x
	KREM-TV	x	x	x		x	x	x	x	x
	KXLY-TV	x	x	x	x	x	x	x	x	x
TACOMA	KTNT-TV	x	x	x	x	x	x	x	x	x
	KTVW	x	x	x	x		x	x		
YAKIMA	KIMA-TV	x	x	x	x	x	x	x		

WEST VIRGINIA

BLUEFIELD	WHIS-TV	x	x	x	x				x	x
CHARLESTON	WCHS-TV	x	x	x	x	x		x	x	x
HUNTINGTON	WHTN-TV				x	x		x		
	WSAZ-TV	x	x	x	x	x	x	x	x	x
OAK HILL	WOAY-TV	x	x	x	x			x		x
PARKERSBURG	WTAP	x	x	x	x			x		
WHEELING	WTRF-TV	x	x	x		x		x	x	x

WISCONSIN

GREEN BAY	WBAY-TV	x	x	x				x		
MARINETTE	WMBV-TV	x	x	x	x	x		x		
LA CROSSE	WKBT		x			x		x		
MADISON	WKOW-TV	x	x					x	x	
	WMTV	x	x	x	x	x		x		
MILWAUKEE	WISN-TV		x	x	x		x	x	x	x
	WXIX	x	x	x	x	x	x	x	x	x

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
SUPERIOR-DULUTH	KDAL-TV	x	x			x		x		
WAUSAU	WSAU-TV	x	x					x		

WYOMING

CHEYENNE	KFBC-TV		x	x	x					
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ALASKA

ANCHORAGE	KENI-TV	x	x	x						
FAIRBANKS	KFAR-TV	x	x							

HAWAII

HONOLULU	KGMB-TV	x	x			x	x	x		
	KONA	x	x	x	x					
	KULA-TV		x	x	x	x				

PUERTO RICO

SAN JUAN	WKAQ-TV	x	x	x			x	x		
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CANADA**ALBERTA**

CALGARY	CHCT-TV	x	x			x	x			
EDMONTON	CFRN-TV	x	x	x						
LETHBRIDGE	CJLH-TV	x	x	x	x					

BRITISH COLUMBIA

VANCOUVER	CBUT	x	x	x	x	x	x			
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MANITOBA

WINNIPEG	CBWT	x	x	x	x	x	x			
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NEW BRUNSWICK

MONCTON	CKCW-TV	x	x	x	x	x	x			
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NEW FOUNDLAND

ST. JOHN'S	CJON-TV	x	x			x				
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NOVA SCOTIA

HALIFAX	CBHT	x	x	x		x	x			
SYDNEY	CJCB-TV	x	x			x	x			x

ONTARIO

BARRIE	CKVR-TV	x	x	x						
KINGSTON	CKWS-TV	x	x	x					x	
KITCHENER	CKCO-TV	x	x	x	x			x	x	
LONDON	CFPL-TV	x	x				x		x	x
OTTAWA	CBOT	x	x	x	x	x				
	CBOT	x	x	x	x	x				
PORT ARTHUR	CFPA-TV	x	x	x			x			
SUDBURY	CKSO-TV	x	x	x	x					
TORONTO	CBLT	x	x	x	x	x				
WINDSOR	CKLW-TV	x	x				x		x	
WINGHAM	CKNX-TV	x	x			x			x	

QUEBEC

JONQUIERE	CKRS-TV	x	x						x	x
MONTREAL	CBFT	x	x	x	x	x				
	CBMT	x	x	x	x	x	x			
QUEBEC	CFCM-TV	x	x			x	x	x	x	
RIMOUSKI	CJBR-TV	x	x	x			x			

SASKATCHEWAN

REGINA	CKCK-TV	x	x			x	x			
SASKATOON	CFQC-TV	x	x	x			x			

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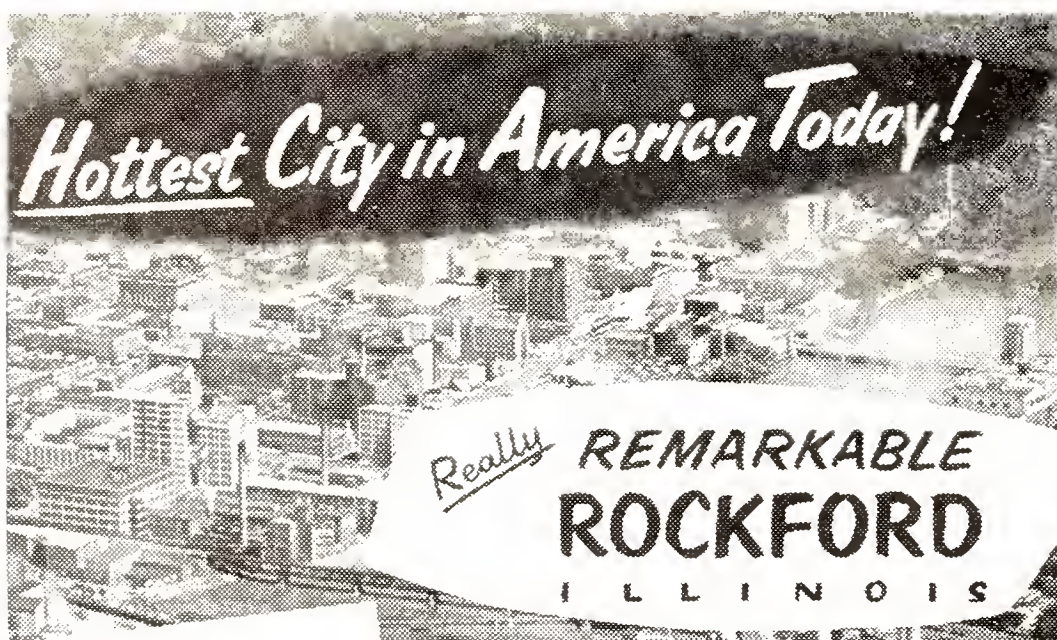
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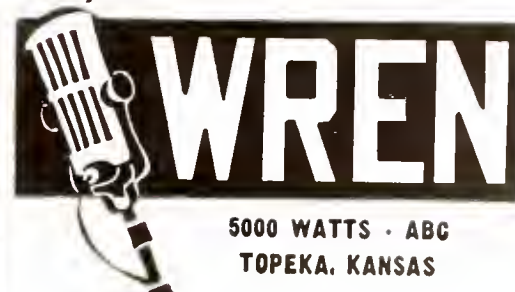
No doubt about it, our heart beat just a little faster when the results of the latest PULSE* survey of radio listening hereabouts was announced.

WREN placed first or second in 46 of 52 quarter-hour periods measured! In the remaining 6 quarter hours we were third by a fraction.

WREN was either first or second TWELVE MORE TIMES than any other Topeka station.

Why not talk to your John E. Pearson man? See how WREN's low rates and top audience combine to give you so much more in Topeka and Eastern Kansas.

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New York 22—177 Madison Ave.
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Tel: Central 6-7313
Atlanta 3—22 Marietta St.
Tel: Alpine 1637
Dallas 1—2006 Bryan St.
Tel: Riverside 4036
Detroit 26—3166 Penobscot Bldg.
Tel: Woodward 3-8420
Kansas City 6—Bryant Bldg.
Tel: Victor 2-7095
Los Angeles 14—530 W. 6th St.
Tel: Tucker 8167
San Francisco 4—Russ Bldg.
Tel: Sutter 1-7134

KELLER, ROBERT S., INC.
New York 14—72 Barrow St.
Tel: Watkins 4-6599
Chicago—Agencies call New York Office collect
Tel: Watkins 4-6599

KIRBY, NONA, CO.
Boston 16—507 Statler Office Bldg.
Tel: Hubbard 2-6117

LA FONTESE, LOUIS R. ASSOCIATES
San Francisco 4—1085 Monadnock Bldg., 681 Market St.
Tel: Exbrook 7-0544
New York 17—60 E. 42nd St.
Tel: Murray Hill 2-4813
Los Angeles 48—439 S. La Cienega Blvd.
Tel: Bradshaw 2-7122
Atlanta—P.O. Box 6102
Tel: Exchange 1490

LOWRANCE, BOMAR & ASSOC.
Atlanta—770 Spring St., N.W.
Tel: Elgin 3726
Charlotte—1527 Elizabeth Ave.
Tel: 6-6581
Dallas—1102 Fidelity Union Bldg.
Tel: Randolph 8206

McDERMOTT, ANDY
Toronto—10 Adelaide St., E.
Tel: Empire 6-8945
Montreal—516 Castle Bldg.
Tel: Belaire 7042

McGILLVRA, JOSEPH HERSHEY
New York 17—366 Madison Ave.
Tel: Murray Hill 2-8755
Chicago 1—185 N. Wabash Ave.
Tel: State 2-5282
Boston 16—Statler Office Bldg.
Tel: Hubbard 2-4845
Los Angeles 5—638 South Van Ness Ave.
Tel: Dunkirk 4-7352
San Francisco 5—605 Market St.
Tel: Yukon 2-3954
Atlanta—627 E. Pace's Ferry Rd. N.E.
Tel: Exchange 1490

MEDIA REPRESENTATIVES, INC.
New York 17—270 Park Ave.
Tel: Murray Hill 8-4777

MEEKER, ROBERT ASSOCIATES,
New York 17—521 Fifth Avenue
Tel: Murray Hill 2-2170
Chicago 11—333 N. Michigan Ave.
Tel: Central 6-1742
Lancaster, Pa.—8 W. King St.
Tel: Lancaster 5521
San Francisco 4—339 Russ Bldg.
Tel: Yukon 6-4940
Los Angeles 28—6381 Hollywood Blvd.
Tel: Hollywood 2-2351

MOORE & LUND, INC.
Seattle 1—519 Jones Bldg.
Tel: Mutual 3377
Portland 4—617 Cascade Bldg.
Tel: Capitol 8-7284

MULVIHILL, PAUL & CO.
Toronto—Rm. 300, 21 King St., E.
Tel: Empire 8-6554
Montreal—1431 St. Catherine St., W.
Tel: University 6-8105

NBC SPOT SALES
New York 20—RCA Bldg., 30 Rockefeller Plaza
Tel: Circle 7-8300
Chicago 54—Merchandise Mart
Tel: Superior 7-8300
Detroit 26—1165 Penobscot Bldg.
Tel: Woodward 1-1610
Washington 5, D. C.—724 14th St., N.W., Sheraton Park Hotel
Tel: Adams 4-5100
San Francisco 2—Taylor & O'Farrell St.
Tel: Graystone 4-8700
Los Angeles 27—Sunset and Vine Sts.
Tel: Hollywood 9-6161
Cleveland 14—NBC Bldg., 815 Superior St.
Tel: Cherry 1-0942

NATIONAL BROADCAST SALES
Toronto—88 Richmond St., W.
Tel: Empire 6-3718-9
Montreal—106 Medical Arts Bldg.
Tel: University 6-1538

NATIONAL TIME SALES
New York 17—370 Lexington Ave.
Tel: Murray Hill 5-1300
Chicago 1—Contact New York Office

Los Angeles 5—Harlan G. Oakes, 672 S. Lafayette Park Place
Tel: Dunkirk 2-3200
San Francisco 3—Harlan G. Oakes, 110 Sutter St.
Tel: Sutter 1-7971

OAKES, HARLAN G., & ASSOCIATES
San Francisco 4—110 Sutter St.
Tel: Sutter 1-7971
New York 17—370 Lexington Ave.
Tel: Murray Hill 5-1300
Los Angeles 5—672 S. Lafayette Park Place
Tel: Dunkirk 2-3200
San Antonio—P.O. Box 8191

O'CONNELL, RICHARD
New York 17—40 East 49th St.
Tel: Plaza 5-9140
Los Angeles 28—6381 Hollywood Blvd.
Tel: Hollywood 2-2351
San Francisco 5—201 Monadnock Bldg.
Tel: Exbrook 2-6444

PACIFIC NORTHWEST BROADCASTERS
Portland—P. O. Box 5886
Tel: Evergreen 1-6558
New York 17—347 Madison Ave.
Tel: Murray Hill 3-5830
Chicago 1—360 N. Michigan Ave.
Tel: Andover 3-5771
Kansas City—1012 Baltimore St.
Tel: Victory 0021
Hollywood 28—6381 Hollywood Blvd.
Tel: Hollywood 2-2351
San Francisco 5—201 Monadnock Bldg.
Tel: Exbrook 2-6444
Spokane 8—Symons Bldg.
Tel: Madison 1218
Butte—P. O. Box 1956
Tel: 2-2344

PAN-AMERICAN BROADCASTING
New York—370 Lexington Ave.
Tel: Murray Hill 5-1300
Los Angeles 5—Harlan G. Oakes & Associates, 672 S. Lafayette Park Pl.
Tel: Dunkirk 2-3200
San Francisco 4—Harlan G. Oakes, 110 Sutter St.
Tel: Sutter 1-7971

PASCHALL, BENTON, COMPANY
Los Angeles 17—1709 W. Eighth St.
Tel: Dunkirk 8-7778
San Francisco 4—927 Mills Bldg.
Tel: Exbrook 2-4073
New York 17—60 E. 42nd St.
Tel: Murray Hill 2-4813
Detroit 26—Hill F. Best, Rm. 1005, Park Ave. Bldg., 2011 Park Ave.
Tel: Woodward 2-7299
Chicago 1—228 N. LaSalle St.
Tel: State 2-5096
Portland—405 Times Bldg.
Tel: Capitol 8-2473
Atlanta—P. O. Box 6102
Tel: Exchange 1490

PEARSON, JOHN E., COMPANY
New York 22—444 Madison Ave.
Tel: Plaza 1-3366
Chicago 1—333 N. Michigan Ave.
Tel: State 2-7494
Dallas—825 Fidelity Union Life Bldg.
Tel: Prospect 3723
Atlanta—508 Glenn Bldg.
Tel: Alpine 2912, 2913
Minneapolis 2—Northwestern Bank Bldg.
Tel: Federal 8-5689 and 5680
Los Angeles 57—2330 W. Third St.
Tel: Dunkirk 7-4388
San Francisco 4—57 Post St.
Tel: Sutter 1-5568

PERRY, JOHN H., ASSOCIATES
New York 18—Suite 502, 19 W. 44th St.
Tel: Murray Hill 7-5047
Chicago—224 S. Michigan Ave.
Tel: Harrison 7-4008
Detroit 2—7-268 General Motors Bldg.
Tel: Trinity 5-1803
Atlanta—708 Glenn Bldg.
Tel: Main 8-3988
Philadelphia 7—12 S. 12th St.
Tel: Walnut 2-3555
Beverly Hills—Lee F. O'Connell, 111 N. La Cienega Blvd.
Tel: Olympia 2-1313
San Francisco—Wm. A. Ayres, 233 Sansome St.
Tel: Yukon 6-2981
Los Angeles 5—Harlan G. Oakes, 672 S. Lafayette Park Place
Tel: Dunkirk 2-3200

PETERS, GRIFFIN, WOODWARD
New York 17—250 Park Ave.
Tel: Plaza 1-2700
Chicago 1—230 N. Michigan Ave.
Tel: Franklin 2-6373
Detroit 26—2768 Penobscot Bldg.
Tel: Woodward 1-4255
Atlanta 3—Glenn Bldg.
Tel: Murray 8-5667
Fort Worth 2—106 W. 7th St.
Tel: Fortune 3319
Hollywood 28—6331 Hollywood Blvd.
Tel: Hollywood 9-2151
San Francisco 4—Russ Bldg.
Tel: Sutter 1-3798

PETRY, EDWARD & COMPANY
New York 22—188 Madison Ave.
Tel: Murray Hill 8-0200
Chicago 11—400 N. Michigan Ave.
Tel: Whitehall 4-0011

Detroit 26—2351 Penobscot Bldg.
Tel: Woodward 3-0125
St. Louis 1—915 Olive St.
Tel: Chestnut 1-7191
San Francisco 4—Russ Bldg.
Tel: Yukon 2-3631
Los Angeles 11—530 W. 6th St.
Tel: Tucker 3171
Atlanta 3—101 Marietta St. Bldg.
Tel: Lamar 8861

PREFERRED NEGRO MARKETS
New York 36—580 Fifth Ave.
Tel: Judson 6-3100

RADIO AND TELEVISION SALES
Toronto—A. A. McDermott, 10 Adelaide St., E.
Tel: Empire 6-8941
Montreal—516 Castle Bldg., Stanley & St. Catherine Sts.
Tel: Belaire 7042

RADIO REPRESENTATIVES, LTD.
Toronto—25 Adelaide St., W.
Tel: Empire 8-2381
Montreal—908 Dominion Square Bldg.
Tel: University 6-8058
Winnipeg—Lindsay Bldg.
Tel: 9-26374
Vancouver—John N. Hunt, 198 D. Hastings St.
Tel: Tatlow 6277

RADIO-TV PROMOTION SYNDICATE
New York 16—245 Fifth Ave.
Tel: Murray Hill 5-0588

RADIO-TV REPRESENTATIVES
New York 17—480 Lexington Ave.
Tel: Murray Hill 8-4340
Chicago 1—75 E. Wacker Drive
Tel: Financial 6-0982
Beverly Hills—Lee O'Connell, 111 N. La Cienega Blvd.
Tel: Oleander 5-7597
San Francisco 4—Wm. Ayres, 233 Sansome St.
Tel: Yukon 6-2982

RAMBEAU, WILLIAM G., COMPANY INC.
New York 17—347 Madison Ave.
Tel: Murray Hill 6-5940
Chicago 1—185 N. Wabash Ave.
Tel: Andover 3-5566
Minneapolis 2—530 Roanoke Bldg.
Tel: Lincoln 7017
Los Angeles 17—1709 W. 8th St.
Tel: Dunkirk 8-5187
San Francisco 4—927 Mills Bldg.
Tel: Exbrook 2-4073
Portland—405 Times Bldg.
Tel: Capitol 8-2473

RAYMER, PAUL H., COMPANY
New York 22—444 Madison Ave.
Tel: Plaza 9-5570
Chicago 11—435 N. Michigan Ave.
Tel: Superior 7-4473
Detroit 26—2949 Penobscot Bldg.
Tel: Woodward 3-0764
Atlanta 3—Glenn Bldg.
Tel: Alpine 6508
San Francisco 4—2613 Russ Bldg.
Tel: Douglas 2-8909
Hollywood 28—1680 Vine St.
Tel: Hollywood 2-2376
Dallas 1—1006 Mercantile Securities Bldg.
Tel: Riverside 5663

RENAUD, OMER & CO.
Montreal—1411 Stanley St.
Tel: Belaire 9511
Toronto—44 King St., W.
Tel: Plateau 2681

ROLLINS BROADCASTING COMPANY
New York 36—Graeme Zimmer, 550 Fifth Ave.
Tel: Circle 7-6634, 7-6633

ROSENMAN, ALEX
New York 17—347 Madison Ave.
Tel: Murray Hill 3-7340
Chicago 1—192 N. Clark St.
Tel: Financial 6-5450

SEARS & AYER, INC.
Chicago 11—612 N. Michigan Ave.
Tel: Superior 7-8177
New York—33 W. 42nd St.
Tel: Bryant 9-1374
San Francisco 3—703 Market St.
Tel: Exbrook 2-7247
Los Angeles—1127 Wilshire Blvd.
Tel: Madison 9-2653

SIMMONS ASSOCIATES, INC.
New York 17—270 Park Ave.
Tel: Murray Hill 8-2821
Chicago 1—333 N. Michigan Ave.
Tel: Dearborn 2-2375

STARS NATIONAL, INC.
New York 17—400 Madison Ave.
Tel: Plaza 8-0555
Chicago 1—35 E. Wacker Drive
Tel: State 2-7942
Detroit 2—3049 E. Grand Blvd.
Tel: Trinity 3-3914
Atlanta—P.O. Box 1598
Tel: Dearborn 2143
Los Angeles 28—6331 Hollywood Blvd.
Tel: Hollywood 2-2351
San Francisco 5—201 Monadnock Bldg.
Tel: Exbrook 2-6444

STEPHENS & TOWNDROW, LTD.
Toronto—35 King St., W.
Tel: Empire 6-4221
Montreal—431 St. Catherine St., W.
Tel: University 6-5295

STORECAST CORPORATION OF AMERICA
New York 36—11 W. 42nd St.
Tel: Longacre 5-7715
Hartford 3—252 Asylum St.
Tel: Jackson 2-9676
Philadelphia 30—1811 Callowhill St.
Tel: Locust 7-7609
Chicago 1—230 N. Michigan Ave.
Tel: Central 6-5080
Kearny 1, N. J.—Central Ave. and Second St.
Tel: Market 2-0729

STORER BROADCASTING COMPANY
New York 22—118 E. 57th St.
Tel: Eldorado 5-7690
Miami Beach 54—1177 Kane Concourse
Tel: Union 6-0211
Chicago 1—230 N. Michigan Ave.
Tel: Franklin 2-6498
San Francisco—111 Sutter St.
Tel: Sutter 1-8689

STOVIN, HORACE N., & COMPANY
Toronto—406 Jarvis St.
Tel: Walnut 4-5768
Montreal—608 Keefer Bldg.
Tel: University 6-6291
Winnipeg—211 Portage Ave.
Tel: 925-097
Vancouver—615 W. Pender St.
Tel: Tatlow 4831

UNITED BROADCASTING COMPANY
New York 17—441 Lexington Ave.
Tel: Murray Hill 7-4758
Atlanta 3—502 Mortgage Guarantee Bldg.
Tel: Alpine 7841

VENARD, RENTOUL & McCONNELL, INC.
New York 17—579 Fifth Ave.
Tel: Murray Hill 8-1088
Chicago 1—35 E. Wacker Dr.
Tel: State 2-5260
Los Angeles—2978 Wilshire Blvd.
Tel: Dunkirk 8-4151
San Francisco—Mills Bldg.
Tel: Garfield 1-7950

WALKER REPRESENTATION COMPANY, INC., THE
New York 17—347 Madison Ave.
Tel: Murray Hill 3-5830
Chicago—360 N. Michigan Ave.
Tel: Andover 3-5771
Los Angeles 5—672 S. Lafayette Park Place
Tel: Dunkirk 2-3200
San Francisco 4—Russ Bldg.
Tel: Yukon 6-5819
Atlanta 3—1223-A Mortgage Guarantee Bldg.
Tel: Alpine 5084
Boston—80 Boylston St.
Tel: Hubbard 2-4370

WEBB, GRANT, & COMPANY
New York 22—509 Madison Ave.
Tel: Murray Hill 8-7550
Chicago 2—69 W. Washington St.
Tel: State 2-3155
Detroit 26—600 Woodward Ave.
Tel: Woodward 1-8290
San Francisco—155 Montgomery St.
Tel: Exbrook 2-6127

WEED & COMPANY
New York 17—579 Fifth Ave.
Tel: Plaza 9-4700
Chicago 1—203 N. Wabash
Tel: Randolph 6-7730
Detroit 26—1610 Book Bldg.
Tel: Woodward 1-2685
San Francisco 5—625 Market St.
Tel: Exbrook 7-0535
Hollywood 28—6331 Hollywood Blvd.
Tel: Hollywood 2-6676
Boston 16—Statler Bldg.
Tel: Hubbard 2-5677
Atlanta 3—Glenn Bldg.
Tel: Cypress 4081

YOUNG, ADAM INCORPORATED
New York 22—477 Madison Ave.
Tel: Plaza 9-1810
Chicago 2—55 E. Washington St.
Tel: Andover 3-5448
Hollywood 28—6331 Hollywood Blvd.
Tel: Hollywood 2-2289
St. Louis—7 N. Seventh St.
Tel: Main 1-5020
Boston 16—Nona Kirby, Statler Office Bldg.
Tel: Hubbard 2-6117
San Francisco 5—593 Market St.
Tel: Yukon 6-6769

YOUNG, INTERNATIONAL, LTD.
New York 22—477 Madison Ave.
Tel: Plaza 9-1810
Chicago 2—55 E. Washington St.
Tel: Andover 3-5448
St. Louis 23—8138 Normal Dr.
Tel: Main 1-5020
Los Angeles 28—6331 Hollywood Blvd.
Tel: Hollywood 9-0965
San Francisco 5—593 Market St.
Tel: Yukon 6-6769

television station representatives

ALASKA RADIO-TV SALES CORP.
New York 17—370 Lexington Ave.
Tel: Murray Hill 5-1300
Seattle 1—830 Securities Bldg.
Tel: Seneca 6333
Los Angeles 5—2978 Wilshire Blvd.
Tel: Dunkirk 8-4151
San Francisco 4—Mills Bldg.
Tel: Garfield 1-7950

AVERY-KNODEL, INC.
New York 19—720 Fifth Ave.
Tel: Judson 6-5536
Chicago 1—75 E. Wacker Drive
Tel: Andover 3-4710
San Francisco 4—235 Montgomery St.
Tel: Yukon 2-2053
Los Angeles 48—6363 Wilshire Blvd.
Tel: Webster 3-9583
Atlanta 3—41 Marietta St., N.W.
Tel: Cypress 7545
Dallas 1—1915 Elm St.
Sterling 1558

AYERS, JAMES S.
Atlanta 3—812 Glenn Bldg.
Tel: Alpine 3080

BLAIR-TV, INC.
New York 17—150 E. 43rd St.
Tel: Murray Hill 2-5644
Chicago 11—520 N. Michigan Ave.
Tel: Superior 7-5580
Los Angeles 5—3460 Wilshire Blvd.
Tel: Dunkirk 1-3311
San Francisco 4—3010 Russ Bldg.
Tel: Yukon 2-7068
Detroit 26—617 Book Bldg.
Tel: Woodward 1-6030-31-32
St. Louis 1—1037 Paul Brown Bldg.
Tel: Chestnut 1-5687
Dallas 2—Rio Grande National Bldg.
Tel: Riverside 4228
Jacksonville 2—1402 Barnett Bank Bldg.
Tel: 6-5770
Boston 16—Statler Office Bldg.
20 Providence St.
Tel: Hubbard 2-3163
Seattle—Rm. 3337, White-Henry-Stuart Bldg.
Tel: Elliott 6270-1

BOLLING COMPANY, INC., THE
New York 17—480 Lexington Ave.
Tel: Plaza 9-8150
Chicago 11—435 N. Michigan Ave.
Tel: Whitehall 3-2040
Los Angeles—204 S. Beverly Dr.
Tel: Bradshaw 2-0544
San Francisco—5 Third St.
Tel: Garfield 1-6740
Boston—80 Boylston St.
Tel: Hubbard 2-0346

BRANHAM COMPANY, THE
New York 16—99 Park Ave.
Tel: Murray Hill 2-4606
Chicago 1—360 N. Michigan Ave.
Tel: Central 6-5726-7-8-9
Detroit 2—236 General Motors Bldg.
Tel: Trinity 1-0440
Dallas 1—1005 Fidelity Union Life Bldg.
Tel: Sterling 5831
Atlanta—Rhodes-Haverty Bldg.
Tel: Walnut 3025
St. Louis 1—Title Guaranty Bldg.,
706 Chestnut St.
Tel: Chestnut 1-6192
Memphis 3—1028 Sterick Bldg.
Tel: Telephone 8-2344
Charlotte 2—2001 Liberty-Life Bldg.
Tel: 2-8839
Miami—406 N. E. 29th Terrace
Tel: 9-4685
San Francisco 3—703 Market St.
Tel: Yukon 2-1582
Los Angeles 48—6399 Wilshire Blvd.
Webster 1-1551

BROWN, CLARKE COMPANY
Dallas—452 Rio Grande Nat'l Bldg.
Tel: Randolph 5149
Atlanta—Suite 615,
101 Marietta St. Bldg.
Tel: Cypress 7767
Houston—Suite 1-D, 520 Lovett Blvd.
Tel: Justin 1601

BULMER & JOHNSON, INC.
Minneapolis—2530 Roanoke Bldg.
Tel: Lincoln 7017

BURKE STUART CO., INC.
New York 17—270 Park Ave.
Tel: Plaza 3-0542
Chicago 1—75 E. Wacker Drive
Tel: Dearborn 2-0826
Beverly Hills—
111 N. La Cienega Blvd.
Tel: Crestview 5-2022
San Francisco—233 Sansome St.
Tel: Yukon 6-2981

BURN-SMITH COMPANY INCORPORATED
New York 36—19 W. 44th St.
Tel: Murray Hill 2-3124
Chicago 1—307 N. Michigan Avenue
Tel: Central 6-4437
San Francisco 4—110 Sutter St.
Tel: Sutter 1-7971

Los Angeles 57—672 South Lafayette Park Place
Tel: Dunkirk 2-3200

CAPPER PUBLICATIONS, INC.
New York 71—420 Lexington Ave.
Tel: Lexington 2-1250
Chicago 1—333 N. Michigan Ave.
Tel: Central 6-5977
San Francisco 4—1207 Russ Bldg.
Tel: Douglas 5220
Kansas City—300 W. Wacker Drive
Tel: Victor 2-3864
Topeka—Topeka Bldg. at 11th St.
Tel: 3-2377
Cleveland 14—609 Union Commerce Bldg.
Tel: Main 1-6774

CARIBBEAN NETWORKS, INC.
New York 19—200 West 57th St.
Tel: Circle 5-7433

CBS TELEVISION SPOT SALES
New York 22—185 Madison Ave.
Tel: Plaza 1-2345
Chicago 11—410 N. Michigan Ave.
Tel: Whitehall 4-6000
Los Angeles—Columbia Square
Tel: Hollywood 9-1212
San Francisco 5—Palace Hotel
Tel: Yukon 2-7000
Detroit 2—902 Fisher Bldg.
Tel: Trinity 2-5500
Atlanta—800 Peachtree Bldg.
Tel: Elgin 0727

CLARK, GEORGE W.
Chicago 1—360 N. Michigan Ave.
Tel: Randolph 6-0712

COOKE, DONALD, INC.
New York 17—331 Madison Ave.
Tel: Murray Hill 2-7270
Chicago 1—228 N. LaSalle St.
Tel: State 2-5096
Los Angeles—621 N. La Cienega Blvd.
Tel: Olympia 2-1313
San Francisco 4—233 Sansome St.
Tel: Yukon 6-2396
Cleveland 15—402 Sweetland Bldg.
Tel: Prospect 1-6100

CROSLY BROADCASTING SALES OFFICES
New York—630 Fifth Ave.
Tel: Circle 6-1616
Chicago 1—360 N. Michigan Ave.
Tel: State 2-6693
Cincinnati 2—140 W. Ninth St.
Tel: Cherry 1-922
Columbus—3165 Olentangy River Road
Tel: Jefferson 5441
Dayton—4505 S. Dixie Highway
Tel: Walnut 2101
Atlanta 3—1611 W. Peachtree St., NE.
Tel: Vernon 1141
Miami 45—3001 S. W. Fourth Ave.
Tel: Miami 2-4772
Detroit, San Francisco, Hollywood—
See NBC Spot Sales

CUMMINGS, HARRY E.
Jacksonville 2—1402 Barnett Bank Bldg.
Tel: Elgin 6-5770

DAY, DEL
Seattle 1—308 White-Henry-Stuart Bldg.
Tel: Seneca 6082

DEVNEY & COMPANY
New York 17—535 Fifth Ave.
Tel: Murray Hill 7-5365
Chicago 1—Rm. 1024, 65 E. Lake St.
Tel: Franklin 2-0016
Beverly Hills—
111 N. La Cienega Blvd.
Tel: Olander 5-7597
San Francisco—233 Sansome St.
Tel: Yukon 6-2981

DORA-CLAYTON AGENCY, INC.
Atlanta 3—Dora Cosse, Clayton Cosse,
502 Mortgage Guarantee Bldg.
Tel: Alpine 7941

DU MONT TELEVISION SPOT SALES
New York 22—515 Madison Ave.
Tel: Murray Hill 8-2600
Washington, D.C.—
12th & E Sts., N.W.
Tel: Sterling 5300
Pittsburgh—1105 Clark Bldg.,
Liberty Ave.
Tel: Express 1071
San Francisco 5—Monadnock Bldg.
Tel: Sutter 1-1060

EVERETT-MCKINNEY, INC.
New York 17—40 E. 49th St.
Tel: Plaza 9-3747
Chicago 11—400 N. Michigan Ave.
Tel: Superior 7-9052
Beverly Hills—111 N. La Cienega Blvd.
Tel: Crestview 5-2022
San Francisco 4—233 Sansome St.
Tel: Yukon 6-2396

FLETCHER, JAMES C., JR.
New York 19—60 West 46th St.
Tel: Circle 6-4084

FORJOE-TV, INC.
New York 36—580 Fifth Ave.
Tel: Judson 6-3100
Chicago 11—435 N. Michigan Ave.
Tel: Delaware 7-1874
Los Angeles 17—1127 Wilshire Blvd.
Tel: Madison 6-8329
San Francisco 5—593 Market St.
Tel: Sutter 1-7569
Atlanta 3—120 Marietta St.
Dallas—9718 Traler Drive
Tel: Davis 7-4541

GILL-PERNA, INC.
New York 21—654 Madison Ave.
Tel: Templeton 8-4740
Chicago 1—75 E. Wacker Dr.
Tel: Franklin 2-8665
Los Angeles—2330 W. Third St.
Tel: Dunkirk 7-4388
San Francisco—57 Post St.
Tel: Sutter 1-5568

GRANT, W. S., COMPANY, INC.
San Francisco 5—703 Market St.
Tel: Exbrook 2-6685
Chicago 11—612 N. Michigan Ave.
Tel: Superior 7-8177
Los Angeles 17—1127 Wilshire Blvd.
Tel: Madison 9-2653
New York 36—33 W. 42nd St.
Tel: Bryant 9-1374

HARRINGTON, RICHTER & PARSONS, INC.
New York 17—589 Fifth Ave.
Tel: Murray Hill 8-7050
Chicago 11—Tribune Tower
Tel: Whitehall 4-0071
San Francisco 4—235 Montgomery St.
Tel: Sutter 1-4125

HEADLEY-REED TELEVISION
New York 71—Graybar Bldg.,
420 Lexington Ave.
Tel: Murray Hill 5-8701
Chicago 1—230 N. Michigan Ave.
Tel: Franklin 2-4686
Detroit 26—Suite 2019,
Penobscot Bldg.
Tel: Woodward 2-7371-2
Atlanta 3—Palmer Bldg.
Tel: Cypress 4311
San Francisco 4—300 Montgomery St.
Tel: Yukon 2-4912
Hollywood 28—1680 Vine St.
Tel: Hollywood 4-7738
New Orleans 13—221 Lee Circle Bldg.
Tel: Tulane 3363
Philadelphia 7—
1216 Lincoln-Liberty Bldg.
Tel: Locust 4-0678, 4-6027

HOAG-BLAIR COMPANY
New York 17—Chrysler Bldg.,
405 Lexington Ave.
Tel: Murray Hill 4-3722
Chicago 11—737 N. Michigan Ave.
Tel: Delaware 7-2145
Detroit 26—Book Bldg.
Tel: Woodward 1-6030
Jacksonville 2—Barnett Bank Bldg.
Tel: Elgin 6-5770
St. Louis 1—Paul Brown Bldg.
Tel: Chestnut 1-5687
San Francisco 4—Russ Bldg.
Tel: Yukon 2-7068
Los Angeles 5—3160 Wilshire Blvd.
Tel: Dunkirk 1-3811
Dallas 2—Rio Grande Bldg.
Tel: Riverside 4228
Boston 16—Statler Office Bldg.
Tel: Hubbard 2-3163
Seattle—White-Henry-Stuart Bldg.
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HOLLINGBERRY, GEORGE P., COMPANY
Chicago 1—207 Michigan Ave.
Tel: Dearborn 2-6060
New York 36—500 5th Ave.
Tel: Oxford 5-5560
Atlanta 3—Whitehead Bldg.,
223 Peachtree St.
Tel: Lamar 5710
Los Angeles—411 W. Fifth St.
Tel: Madison 6-1251
San Francisco 5—Room 708,
625 Market St.
Tel: Douglas 2-2541

HOLMAN, HAL, COMPANY
Chicago 1—Rm. 1024, 64 E. Lake St.
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New York 17—535 Fifth Ave.
Tel: Murray Hill 7-5305
Los Angeles 28—6381 Hollywood Blvd.
Tel: Hollywood 2-2351
San Francisco 5—
201 Monadnock Bldg.
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Tel: Hollywood 2-6453
San Francisco 4—155 Montgomery St.
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Dallas—452 Rio Grande Nat'l Bldg.
Tel: Randolph 5149

Houston—Room 1 D, 520 Lovett Blvd.
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Atlanta—101 Marietta St. Bldg.

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Charlotte—1527 Elizabeth Ave.
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Dallas—1102 Fidelity Union Bldg.
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Toronto—10 Adelaide St., E.

McGILLVRA, JOSEPH HERSHEY
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Tel: State 2-5282
Los Angeles 5—638 South Van Ness Ave.
Tel: Dunkirk 4-7352
San Francisco 5—605 Market St.
Tel: Yukon 2-3954
Atlanta—267 East Pace's
Ferry Rd., N.E.
Tel: Exchange 1490

MEEKER, TV, INC.
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San Francisco 4—339 Russ Bldg.
Tel: Yukon 6-4940
Los Angeles 28—6381 Hollywood Blvd.
Tel: Hollywood 2-2531
Lancaster—8 W. King St.
Tel: Lancaster 5251

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Tel: Mutual 3377
Portland 4—617 Cascade Bldg.
Tel: Atwater 7284

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Los Angeles 5—Harlan G. Oakes,
672 S. Lafayette Park Place
Tel: Dunkirk 2-3200
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235 Montgomery St.
Tel: Yukon 6-5819

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Detroit 26—1165 Penobscot Bldg.
Tel: Woodward 1-1610
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O'Farrell St.
Tel: Graystone 4-8700
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Tel: Hollywood 6161
Cleveland 14—815 Superior Ave., N.E.
Tel: Cherry 0942

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Tel: Dunkirk 8-6178
San Francisco 5—681 Market St.
Tel: Exbrook 2-3365

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Chicago 1—360 N. Michigan Ave.
Tel: Andover 3-5771
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Tel: Victory 0021
Hollywood 28—6381 Hollywood Blvd.
Tel: Hollywood 9-5408
San Francisco 5—116 New Montgomery St.
Tel: Exbrook 2-8033
Spokane 6—Symons Bldg.
Tel: Madison 1218
Butte, Montana—P.O. Box 1956
Tel: 2-2344

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Tel: Dunkirk 2-3200
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235 Montgomery St.
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Atlanta—508 Glenn Bldg.
Tel: Alpine 2912-3
Minneapolis 2—Northwestern
Bank Bldg.
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Tel: Dunkirk 7-4388
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Detroit 2—7-268 General Motors Bldg.
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Atlanta—708 Glenn Bldg.
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Philadelphia 7—12 S. 12th St.
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Tel: Chestnut 1-7191
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Tel: Tucker 3171
Atlanta 3—101 Marietta St.
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Tel: Financial 6-0982
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Tel: Oleander 5-7597
San Francisco 4—233 Sansome St.
Tel: Yukon 6-2982

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Market Ave.
Tel: Lincoln 7017
Hollywood 28—6636 Hollywood Blvd.
Tel: Hollywood 4-0388
San Francisco 5—607 Market St.
Tel: Garfield 1-0426

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Tel: Hollywood 2-2376
Dallas 1—Mercantile Securities Bldg.
Tel: Riverside 5663

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Chicago 1—192 N. Clark St.
Tel: Financial 6-5450

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Tel: Superior 7-8177
New York 17—295 Madison Ave.
Tel: Murray Hill 9-2586-87-88
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Tel: Exbrook 2-7247
Los Angeles—1127 Wilshire Blvd.
Tel: Madison 9-2653

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Indianapolis—10 W. Ohio St.
Tel: Plaza 6691
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Tel: Trinity 3-3914
Grand Rapids, Mich.—
217 Jefferson S.E.
Tel: Glendale 1-1348
Atlanta—Candler Bldg.
Tel: Lamar 7755
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Tel: Dunkirk 8-6178
San Francisco 3—681 Market St.
Tel: Exbrook 2-3365

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Tel: Eldorado 5-7690
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Tel: Franklin 2-6498

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Tel: Walnut 4-5768
Montreal—608 Keefer Bldg.
Tel: University 6-6291
Winnipeg—1111 Childs Bldg.
Tel: 925-097
Vancouver—615 Pender Street West
Tel: Tatlow 4831

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New York 17—579 Fifth Ave.
Tel: Murray Hill 8-1088

Chicago 1—35 E. Wacker Drive
Tel: State 2-5260
Los Angeles—2978 Wilshire Blvd.
Tel: Dunkirk 8-4151
San Francisco—Mills Bldg.
Tel: Garfield 1-7950

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Tel: Andover 3-5771
Boston—80 Boylston St.
Tel: Hubbard 2-4370
Kansas City—1012 Baltimore St.
Tel: Victory 0021
Los Angeles 5—672 S. Lafayette
Park Place
Tel: Dunkirk 2-3200
San Francisco 4—Russ Bldg., Rm 1227
Tel: Yukon 6-5819
Atlanta 3—1223-A Mortgage
Guarantee Bldg.
Tel: Alpine 5084

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Chicago 2—69 W. Washington St.
Detroit 26—600 Woodward Ave.
Tel: State 2-3155
Detroit 26—600 Woodward Ave.
Tel: Woodward 1-8290
San Francisco—155 Montgomery St.
Tel: Exbrook 2-6127

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Tel: Plaza 9-4700
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Tel: Randolph 6-9668
Detroit 26—1707-8 Book Bldg.
Tel: Woodward 1-2685
San Francisco 4—625 Market St.
Tel: Exbrook 7-0535
Hollywood 28—6331 Hollywood Blvd.
Tel: Hollywood 2-6676
Boston 16—Statler Bldg.
Tel: Hubbard 2-5677
Atlanta 3—Glenn Bldg.,
120 Marietta St.
Tel: Cypress 4081

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Hollywood 28—6331 Hollywood Blvd.
Tel: Hollywood 2-2287
St. Louis (Afton 23)—
8138 Normal Drive
Tel: Miami 1-5020
Boston 16—Nona Kirby, 507 Statler
Office Bldg.
Tel: Hubbard 2-6117
San Francisco 5—593 Market St.
Tel: Yukon 6-6769

1956 Buyers' Guide Advertisers

Air Trails, Inc.	51, 67, 69, 78, 79, 135	KGER, Long Beach	132	WEBB, Baltimore	127
Broadcast Music, Inc.	113	KGST, Fresno	124	WEEI, Boston	43
Vic Diehm Stations	44, 68	KGVO-TV, Missoula	155	WEMP, Milwaukee	7
Good Music Broadcasters	96	KIFN, Phoenix	120	WFLN, Philadelphia	98
Guild Films, Inc.	171	KIXL, Dallas	76	WGH, Norfolk	140
Keystone Broadcasting	35	KLOK, San Jose	121	WHAT, Philadelphia	131
Mid Continent Group	IFC, 49, 55, 57	KMAP, Bakersfield	124	WHOD, Homestead	130
National Telefilm, Inc.	170, 172, 174	KMOX, St. Louis	52-53	WILS, Lansing	47
Richard O'Connell, Inc.	116, 118, 120	KNAK, Salt Lake City	80	WIP, Philadelphia	71
People's Broadcasting	92	KOA, Denver	100	WITH, Baltimore	FC
RCA Equipment	16-17, 177-178	KOLO, Reno	58	WJWL, Georgetown, Del.	102
Schwimmer Productions	142-143	KOWL, Santa Monica	120, 124	WKJG-TV, Ft. Wayne	149
Sombrero Network	119	KPMC, Bakersfield	20	WKMI, Kalamazoo	46
Sponsor Services	24	KRBC-TV, Abilene	159	WKY-TV, Oklahoma City	IBC
Storer Broadcasting	8-9	KREM, Spokane	140	WLWL, Minneapolis	48
Texas Spanish Language Net	114	KRIZ, Phoenix	139	WNEB, Worcester	45
Adam Young, Inc.	BC	KSAN, San Francisco	125	WNJR, Newark	128
ZIV-TV	2, 3	KSD-TV, St. Louis	154	WOWO, Ft. Wayne	37
		KSEL, Lubbock	77	WPAL, Charleston, S. C.	72
KALI, Pasadena	23	KSET, El Paso	108	WQXR, New York	97
KANV, Shreveport	129	KSL, Salt Lake City	81	WRAP, Norfolk	132
KBET-TV, Sacramento	146	KSOO, Sioux Falls	104	WREN, Topeka	199
KBIG, Hollywood	138	KSON, San Diego	136	WREX-TV, Rockford	12
KBIS, Bakersfield	139	KSTN, Stockton	138	WROK, Rockford	198
KCOH, Houston	127	KTOP, Topeka	39	WRVA, Richmond	83
KCOR-TV, San Antonio	117	KWKW, Pasadena	118	WSAU-TV, Wausau, Wisc.	12
KDLO-TV, Florence, S. D.	158	KXLA, Pasadena	106	WSPD, Toledo	4
KELO-TV, Sioux Falls	158			WSRC, Durham	62, 129
KERO-TV, Bakersfield	144	WAOK, Atlanta	126	WWJ, Detroit	10
KEYD-TV, Minneapolis	152	WARL, Arlington, Va.	28-29	WWRL, New York City	128
KFAB, Omaha	103	WBAM, Montgomery	18	WXIX(TV), Milwaukee	160
KFAC, Los Angeles	94	WBEE, Harvey, Ill.	126		
KFWB, Los Angeles	15, 19, 21, 22, 25, 91	WCCO-TV, Minneapolis	153	XEDF, Laredo	118
KGBT, Harlingen, Texas	116	WDAS, Philadelphia	122	XELO, El Paso	116

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NOON WEATHER 25.8

LADIES' FARE (12:30-1:30 P.M.) 11.1

6:00 P.M. NEWS 29.4

6:15 P.M. WEATHER 30.8

10:00 P.M. NEWS 32.7

10:20 P.M. WEATHER 30.4

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